# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 10, 1981

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NBC MONDAY NIGHT MOVIES# | 26.8 | 20,850 |
| 2 | M*A*S*H | 23.6 | 18,360 |
| 3 | DALLAS | 22.6 | 17,580 |
| 4 | BIG EVENT# | 22.3 | 17,350 |
| 5 | 60 MINUTES | 21.7 | 16,880 |
| 6 | BROKEN PROMISE(S) | 21.3 | 16,570 |
| 7 | LOU GRANT | 20.7 | 16,100 |
| 8 | HOUSE CALLS | 20.5 | 15,950 |
| 9 | FACTS OF LIFE# | 20.4 | 15,870 |
| 10 | DIFF'RENT STROKES | 20.0 | 15,560 |
| 11 | LOVE BOAT | 19.8 | 15,400 |
| 12 | CBS TUESDAY NIGHT MOVIES# | 19.6 | 15,250 |
| 13 | FANTASY ISLAND | 19.5 | 15,170 |
| 13 | RIPLEY'S BELIEVE IT-NOT(S) | 19.5 | 15,170 |
| 15 | NURSE | 19.4 | 15,090 |
| 16 | BATTLE-NETWORK STARS(S) | 19.3 | 15,020 |
| 16 | TOO CLOSE FOR COMFORT# | 19.3 | 15,020 |
| 18 | HART TO HART | 18.9 | 14,700 |

### TOTAL PERSONS (2+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NBC MONDAY NIGHT MOVIES# | 18.0 | 37,550 |
| 2 | M*A*S*H | 16.8 | 34,990 |
| 3 | CHIPS | 15.3 | 31,970 |
| 3 | DALLAS | 15.3 | 31,970 |
| 5 | FACTS OF LIFE# | 15.2 | 31,700 |
| 6 | BROKEN PROMISE(S) | 15.1 | 31,590 |
| 7 | BIG EVENT# | 14.6 | 30,460 |
| 8 | LOVE BOAT | 14.4 | 30,000 |
| 9 | RIPLEY'S BELIEVE IT-NOT(S) | 14.3 | 29,900 |
| 10 | DUKES OF HAZZARD | 14.2 | 29,620 |
| 11 | DIFF'RENT STROKES | 14.0 | 29,150 |
| 12 | PRIVATE BENJAMIN# | 13.9 | 29,100 |
| 13 | 60 MINUTES | 13.9 | 28,940 |
| 14 | BATTLE-NETWORK STARS(S) | 13.5 | 28,100 |
| 15 | HOUSE CALLS | 13.4 | 28,070 |
| 16 | M*A*S*H SPECIAL(S) | 13.4 | 27,960 |
| 17 | JEFFERSONS | 13.1 | 27,280 |
| 18 | GREATEST AMERICAN HERO | 13.0 | 27,110 |
| 19 | FANTASY ISLAND | 12.9 | 26,960 |

### WOMEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NBC MONDAY NIGHT MOVIES# | 23.9 | 19,500 |
| 2 | DALLAS | 19.1 | 15,570 |
| 3 | BROKEN PROMISE(S) | 19.1 | 15,550 |
| 4 | BIG EVENT# | 18.4 | 15,020 |
| 5 | M*A*S*H | 17.9 | 14,610 |
| 6 | FACTS OF LIFE# | 17.0 | 13,850 |
| 7 | LOVE BOAT | 16.9 | 13,790 |
| 7 | 60 MINUTES | 16.9 | 13,790 |
| 9 | LOU GRANT | 16.9 | 13,780 |
| 10 | TOO CLOSE FOR COMFORT# | 16.7 | 13,580 |
| 11 | NURSE | 16.6 | 13,520 |
| 12 | HART TO HART | 16.3 | 13,310 |
| 13 | HOUSE CALLS | 16.0 | 13,010 |
| 14 | JEFFERSONS | 15.7 | 12,790 |
| 15 | FANTASY ISLAND | 15.5 | 12,670 |
| 16 | CBS TUESDAY NIGHT MOVIES# | 15.4 | 12,580 |

### MEN (18+)

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NBC MONDAY NIGHT MOVIES# | 18.4 | 13,470 |
| 2 | 60 MINUTES | 18.1 | 13,260 |
| 3 | BIG EVENT# | 16.8 | 12,310 |
| 4 | M*A*S*H | 15.8 | 11,610 |
| 5 | RIPLEY'S BELIEVE IT-NOT(S) | 15.0 | 10,970 |
| 6 | LOU GRANT | 14.3 | 10,460 |
| 7 | CHIPS | 13.8 | 10,120 |
| 8 | NBA PLAYOFF-GM.1# | 13.8 | 10,110 |
| 9 | DALLAS | 13.6 | 9,980 |
| 10 | CBS WEDNESDAY NIGHT MOVIE# | 13.5 | 9,920 |
| 11 | KENTUCKY DERBY(S) | 13.3 | 9,760 |
| 12 | ABC SUNDAY NIGHT MOVIE | 13.2 | 9,660 |
| 13 | CBS TUESDAY NIGHT MOVIES# | 13.1 | 9,630 |
| 14 | BATTLE-NETWORK STARS(S) | 13.1 | 9,600 |
| 14 | DUKES OF HAZZARD | 13.1 | 9,600 |
| 16 | ALL-STAR SALUTE-MOTHER(S) | 13.0 | 9,560 |
| 17 | BROKEN PROMISE(S) | 12.9 | 9,460 |
| 18 | HOUSE CALLS | 12.8 | 9,390 |
| 19 | 20/20 | 12.7 | 9,330 |
| 20 | PRIVATE BENJAMIN# | 12.7 | 9,310 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 10, 1981

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | NBC MONDAY NIGHT MOVIES# | 23.6 | 12,010 |
| 2 | BIG EVENT# | 19.0 | 9,680 |
| 3 | DALLAS | 18.9 | 9,610 |
| 4 | LOU GRANT | 18.5 | 9,410 |
| 5 | M*A*S*H | 18.1 | 9,190 |
| 6 | BROKEN PROMISE(S) | 17.6 | 8,930 |
| 7 | HART TO HART | 17.2 | 8,740 |
| 8 | TOO CLOSE FOR COMFORT# | 16.4 | 8,350 |
| 9 | NURSE | 16.0 | 8,130 |
| 10 | FACTS OF LIFE# | 16.0 | 8,120 |
| 11 | CBS TUESDAY NIGHT MOVIES# | 15.6 | 7,950 |
| 11 | HOUSE CALLS | 15.6 | 7,950 |
| 13 | AMERICAN DREAM(S) | 15.5 | 7,880 |
| 14 | LOVE BOAT | 15.1 | 7,680 |
| 15 | RIPLEY'S BELIEVE IT-NOT(S) | 15.1 | 7,660 |
| 16 | FANTASY ISLAND | 14.9 | 7,590 |
| 17 | QUINCY, M.E. | 14.9 | 7,560 |
| 18 | ABC SUNDAY NIGHT MOVIE | 14.5 | 7,360 |

### WOMEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 27.0 | 6,690 |
| 2 | ALL-STAR SALUTE-MOTHER(S) | 23.7 | 5,890 |
| 3 | NBC MONDAY NIGHT MOVIES# | 23.2 | 5,760 |
| 4 | REAL PEOPLE | 22.8 | 5,650 |
| 5 | WALTONS# | 21.6 | 5,360 |
| 6 | DALLAS | 20.5 | 5,080 |
| 7 | ALICE | 20.2 | 5,020 |
| 8 | BROKEN PROMISE(S) | 19.9 | 4,940 |
| 8 | JEFFERSONS | 19.9 | 4,940 |
| 10 | COUNTRY MUSIC AWARDS(S) | 19.9 | 4,930 |
| 11 | JOHNNY CASH-COUNTRY GIRLS(S) | 19.7 | 4,890 |
| 12 | LOVE BOAT | 19.6 | 4,860 |
| 13 | DIFF'RENT STROKES | 19.3 | 4,800 |
| 13 | TAKE ONE(S) | 19.3 | 4,800 |
| 15 | LITTLE HOUSE-PRAIRIE | 19.0 | 4,720 |
| 16 | CBS WEDNESDAY NIGHT MOVIE# | 18.5 | 4,580 |
| 17 | FACTS OF LIFE# | 18.4 | 4,570 |
| 18 | ARCHIE BUNKER'S PLACE | 18.2 | 4,520 |
| 19 | ONE DAY AT A TIME | 18.1 | 4,480 |
| 19 | PALMERSTOWN# | 18.1 | 4,480 |

### MEN 18–49

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | BIG EVENT# | 16.1 | 7,820 |
| 2 | M*A*S*H | 15.7 | 7,650 |
| 3 | NBC MONDAY NIGHT MOVIES# | 15.7 | 7,610 |
| 4 | NBA PLAYOFF-GM.1# | 14.8 | 7,210 |
| 4 | RIPLEY'S BELIEVE IT-NOT(S) | 14.8 | 7,210 |
| 6 | LOU GRANT | 14.4 | 6,980 |
| 7 | ABC SUNDAY NIGHT MOVIE | 14.3 | 6,950 |
| 7 | INCREDIBLE HULK# | 14.3 | 6,950 |
| 9 | CBS TUESDAY NIGHT MOVIES# | 14.2 | 6,900 |
| 10 | CHIPS | 13.7 | 6,680 |
| 11 | BATTLE-NETWORK STARS(S) | 13.3 | 6,450 |
| 12 | 60 MINUTES | 12.8 | 6,200 |
| 13 | DUKES OF HAZZARD | 12.6 | 6,130 |
| 14 | DALLAS | 12.5 | 6,090 |
| 15 | 20/20 | 12.5 | 6,080 |
| 16 | GREATEST AMERICAN HERO | 12.4 | 6,030 |
| 17 | HOUSE CALLS | 12.2 | 5,920 |

### MEN 55+

| RANK | PROGRAM | AUDIENCES % U.S. | AUDIENCES NO. (000) |
|---|---|---|---|
| 1 | 60 MINUTES | 30.6 | 5,920 |
| 2 | NBC MONDAY NIGHT MOVIES# | 26.1 | 5,050 |
| 3 | REAL PEOPLE | 21.6 | 4,180 |
| 4 | ARCHIE BUNKER'S PLACE | 21.2 | 4,090 |
| 5 | KENTUCKY DERBY(S) | 20.2 | 3,900 |
| 6 | JEFFERSONS | 19.7 | 3,800 |
| 7 | ONE DAY AT A TIME | 19.6 | 3,790 |
| 8 | BIG EVENT# | 19.2 | 3,710 |
| 9 | ALICE | 18.8 | 3,630 |
| 10 | BROKEN PROMISE(S) | 18.6 | 3,590 |
| 11 | WALTONS# | 18.4 | 3,560 |
| 12 | ALL-STAR SALUTE-MOTHER(S) | 18.3 | 3,530 |
| 13 | CBS WEDNESDAY NIGHT MOVIE# | 17.7 | 3,430 |
| 14 | LOBO | 17.2 | 3,330 |
| 15 | PRIVATE BENJAMIN# | 17.1 | 3,310 |
| 16 | FACTS OF LIFE# | 16.9 | 3,270 |
| 17 | DALLAS | 16.8 | 3,240 |
| 17 | THAT'S INCREDIBLE | 16.8 | 3,240 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME | T/C THIS SEASON | DUR | NET | PROG. TYPE | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| •EVENING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC FRIDAY NIGHT MOVIE | 22 | | | | 188 | | A | 10.4 | 18 | 809 | 1701 | 719 | 271^ | 777 | 275^ | 479 | 406 | 368 | 235^ | 512 | 133^ | 276^ | 279^ | 263^ | 182^ | 176^ | 86^ | 236^ | 161^ |
| 1 FRI. 8.00P | | 180 | ABC | FF | 94 | | B | 12.8 | 21 | 996 | 1795 | 709 | 316 | 800 | 339 | 533 | 449 | 356 | 199 | 628 | 262 | 416 | 386 | 294 | 154 | 188 | 94 | 179 | 132 |
| 8.00 - 8.30 | | | | | | | A | 9.7 | 19 | 755 | 1637 | 752 | 241^ | 797 | 209^ | 396 | 399 | 390 | 313^ | 509 | 118^ | 210^ | 223^ | 239^ | 245^ | 112^ | 73v | 219^ | 127^ |
| 8.30 - 9.00 | | | | | | | A | 12.2 | 22 | 949 | 1808 | 812 | 286 | 863 | 275 | 497 | 454 | 410 | 288 | 479 | 119^ | 227^ | 250^ | 230^ | 197^ | 125^ | 69^ | 341 | 222^ |
| 9.00 - 9.30 | | | | | | | A | 13.8 | 24 | 1074 | 1763 | 738 | 266 | 806 | 279 | 476 | 379 | 379 | 277 | 479 | 113^ | 243 | 250 | 236 | 187^ | 138^ | 71^ | 340 | 230 |
| 9.30 - 10.00 | | | | | | | A | 10.2 | 17 | 794 | 1659 | 692 | 246^ | 767 | 277^ | 496 | 409 | 364 | 209^ | 488 | 119^ | 247^ | 264^ | 246^ | 166^ | 181^ | 80^ | 223^ | 152^ |
| 10.00 - 10.30 | | | | | | | A | 8.5 | 14 | 661 | 1678 | 648 | 299^ | 704 | 303^ | 512 | 413 | 333^ | 144^ | 577 | 168^ | 391 | 369 | 344^ | 139^ | 293^ | 135^ | 104^ | 93^ |
| 10.30 - 11.00 | | | | | | | A | 7.8 | 13 | 607 | 1605 | 632 | 287^ | 668 | 310^ | 512 | 404 | 316^ | 108^ | 589 | 192^ | 399 | 370^ | 325^ | 141^ | 278^ | 116^ | 70v | 70v |
| ABC NEWS CLOSEUP(S) | | | | | 195 | | A | 10.0 | 17 | 778 | 1707 | 747 | 287^ | 752 | 223^ | 394 | 365 | 359 | 295^ | 734 | 285^ | 437 | 386 | 347 | 271^ | 194^ | 100^ | 27v | 6v |
| 1 MON. 10.00P | | 60 | ABC | DN | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | | | | A | 10.6 | 17 | 825 | 1653 | 726 | 310 | 736 | 212^ | 392 | 363 | 357 | 285^ | 709 | 275^ | 437 | 402 | 350 | 246^ | 175^ | 103^ | 33v | 13v |
| 10.30 - 11.00 | | | | | | | A | 9.4 | 17 | 731 | 1758 | 767 | 261^ | 767 | 236^ | 392 | 364 | 359 | 308^ | 757 | 293^ | 436 | 366 | 343 | 298^ | 213^ | 95^ | 21v | LT |
| ABC NEWSBRIEF-M-F | 148 | | | | 191 | 195 | A | 15.6 | 25 | 1214 | 1667 | 726 | 323 | 798 | 323 | 515 | 438 | 357 | 220 | 569 | 239 | 354 | 296 | 256 | 169 | 154 | 101 | 146 | 101 |
| 1 M & W 9.58P | | 1 | ABC | N | 97 | 98 | B | 17.1 | 27 | 1330 | 1762 | 722 | 310 | 795 | 310 | 483 | 429 | 353 | 241 | 620 | 254 | 386 | 346 | 273 | 183 | 166 | 90 | 181 | 128 |
| 1 TUE. 10.00P | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 9.57P | | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 9.29P | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & F 8.58P | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TU-TH 9.58P | | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | 30 | | | | 199 | 196 | A | 21.2 | 37 | 1649 | 1919 | 796 | 327 | 897 | 350 | 492 | 405 | 339 | 327 | 551 | 240 | 350 | 319 | 225 | 161 | 151 | 121 | 320 | 260 |
| SAT. 9.58P | | 1 | ABC | N | 98 | 98 | B | 21.9 | 37 | 1704 | 1973 | 779 | 325 | 862 | 331 | 515 | 442 | 363 | 284 | 564 | 227 | 353 | 303 | 242 | 174 | 220 | 135 | 327 | 248 |
| ABC NEWSBRIEF-SUN. | 30 | | | | 196 | 196 | A | 16.3 | 26 | 1268 | 2001 | 765 | 332 | 868 | 328 | 492 | 486 | 382 | 266 | 728 | 316 | 470 | 362 | 308 | 210 | 185 | 121 | 220 | 160 |
| SUN. 8.58P | | 1 | ABC | N | 98 | 98 | B | 15.7 | 24 | 1221 | 2016 | 707 | 297 | 787 | 299 | 470 | 428 | 352 | 242 | 710 | 285 | 452 | 391 | 324 | 202 | 199 | 105 | 320 | 217 |
| ABC SUNDAY NIGHT MOVIE | 28 | | | | 201 | 201 | A | 17.2 | 28 | 1338 | 1793 | 728 | 334 | 816 | 355 | 551 | 485 | 361 | 194 | 721 | 358 | 518 | 423 | 293 | 155 | 153 | 106 | 103 | 71^ |
| 1 SUN. 9.00P | | 130 | ABC | FF | 99 | 99 | B | 19.3 | 30 | 1502 | 1895 | 717 | 322 | 803 | 337 | 543 | 470 | 373 | 195 | 739 | 328 | 512 | 451 | 332 | 168 | 194 | 90 | 159 | 113 |
| 2 SUN. 9.00P | | 123 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | A | 16.6 | 26 | 1291 | 1871 | 754 | 342 | 832 | 372 | 567 | 496 | 354 | 194 | 711 | 337 | 511 | 436 | 304 | 150 | 166 | 126 | 162 | 116 |
| 9.30 - 10.00 | | | | | | | A | 17.0 | 27 | 1323 | 1805 | 697 | 341 | 802 | 365 | 544 | 458 | 339 | 190 | 699 | 349 | 497 | 406 | 276 | 157 | 164 | 114 | 140 | 92 |
| 10.00 - 10.30 | | | | | | | A | 17.8 | 29 | 1385 | 1769 | 734 | 335 | 821 | 350 | 553 | 488 | 372 | 197 | 728 | 364 | 523 | 428 | 294 | 155 | 137 | 98 | 83^ | 61^ |
| 10.30 - 11.00 | | | | | | | A | 17.6 | 30 | 1369 | 1735 | 719 | 322 | 805 | 355 | 550 | 489 | 356 | 188 | 723 | 378 | 529 | 406 | 281 | 149 | 155 | 98 | 52^ | 38^ |
| ABC WORLD NEWS TONIGHT | 148 | | | | 201 | 202 | A | 10.9 | 23 | 848 | 1450 | 716 | 236 | 760 | 179 | 334 | 321 | 380 | 352 | 555 | 100 | 223 | 260 | 334 | 256 | 67^ | 35^ | 68^ | 36^ |
| M-F 6.30P | | 30 | ABC | N | 99 | 99 | B | 12.5 | 22 | 973 | 1607 | 696 | 238 | 772 | 187 | 333 | 322 | 371 | 371 | 636 | 161 | 291 | 309 | 331 | 271 | 85 | 45 | 114 | 67 |
| ABC WRLD NEWS TONIGHT-SUN | 28 | | | | 159 | 153 | A | 6.4 | 15 | 498 | 1721 | 793 | 324 | 835 | 239^ | 319 | 360 | 284 | 418 | 757 | 211^ | 375 | 386 | 403 | 306 | 47v | 21v | 82^ | 29v |
| SUN. 6.30P | | 30 | ABC | N | 84 | 83 | B | 9.1 | 17 | 708 | 1724 | 735 | 236 | 781 | 193 | 341 | 355 | 352 | 364 | 710 | 214 | 364 | 340 | 325 | 288 | 99 | 42 | 134 | 84 |
| ALICE | 22 | | | | 195 | 195 | A | 17.2 | 27 | 1338 | 1907 | 805 | 360 | 862 | 264 | 435 | 389 | 360 | 375 | 637 | 213 | 318 | 292 | 290 | 271 | 178 | 103 | 230 | 144 |
| SUN. 9.00P | | 30 | CBS | CS | 99 | 99 | B | 22.4 | 33 | 1743 | 1815 | 802 | 296 | 874 | 245 | 422 | 395 | 397 | 383 | 599 | 163 | 289 | 282 | 289 | 261 | 152 | 79 | 190 | 134 |
| ALL-STAR SALUTE-MOTHER(S) | | | | | | 207 | A | 17.4 | 29 | 1354 | 1866 | 835 | 262 | 912 | 195 | 382 | 407 | 407 | 435 | 705 | 253 | 375 | 292 | 319 | 260 | 175^ | 70^ | 74^ | 54^ |
| 2 SUN. 9.00P | | 120 | NBC | GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | A | 19.5 | 31 | 1517 | 1997 | 834 | 320 | 923 | 230 | 408 | 436 | 403 | 407 | 731 | 243 | 379 | 293 | 330 | 290 | 194 | 90^ | 149^ | 97^ |
| 9.30 - 10.00 | | | | | | | A | 17.9 | 29 | 1393 | 1917 | 851 | 284 | 916 | 192 | 380 | 423 | 408 | 433 | 729 | 280 | 403 | 286 | 301 | 274 | 198 | 79^ | 74^ | 51^ |
| 10.00 - 10.30 | | | | | | | A | 17.2 | 28 | 1338 | 1768 | 834 | 222 | 907 | 186 | 368 | 391 | 403 | 442 | 684 | 254 | 375 | 288 | 322 | 232 | 151^ | 48^ | 26v | 26v |
| 10.30 - 11.00 | | | | | | | A | 14.9 | 26 | 1159 | 1751 | 827 | 210 | 905 | 171^ | 371 | 369 | 419 | 464 | 677 | 236 | 334 | 303 | 329 | 245 | 143^ | 55^ | 26v | 26v |
| ALOHA PARADISE | 7 | | | | 198 | | A | 14.9 | 24 | 1159 | 1764 | 748 | 320 | 785 | 340 | 469 | 418 | 316 | 260 | 566 | 203^ | 321 | 295 | 249 | 206 | 219 | 149^ | 194^ | 134^ |
| 1 WED. 9.00P | | 60 | ABC | CS | 98 | | B | 17.1 | 27 | 1330 | 1740 | 753 | 324 | 825 | 327 | 510 | 436 | 344 | 260 | 574 | 224 | 323 | 284 | 246 | 198 | 178 | 119 | 163 | 109 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALOHA PARADISE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 14.1 | 23 | 1097 | 1845 | 727 | 312 | 762 | 336 | 459 | 417 | 306 | 244 | 573 | 217 | 330 | 323 | 244 | 199^ | 274 | 161^ | 236 | 154^ |
| 9.30 - 10.00 | | | | A | 15.7 | 24 | 1221 | 1681 | 767 | 325 | 800 | 344 | 474 | 416 | 321 | 273 | 555 | 187^ | 313 | 267 | 254 | 212 | 170^ | 137^ | 156^ | 114^ |
| AMERICAN DREAM(S) | | 200 | | A | 17.5 | 28 | 1362 | 1651 | 726 | 369 | 816 | 334 | 578 | 485 | 434 | 187 | 537 | 210 | 339 | 302 | 292 | 165^ | 160^ | 83^ | 138^ | 108^ |
| 1 MON. 9.00P 60 ABC GD | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 16.5 | 26 | 1284 | 1660 | 700 | 353 | 789 | 314 | 560 | 474 | 436 | 180^ | 530 | 191 | 329 | 294 | 304 | 168^ | 164^ | 80^ | 177^ | 139^ |
| 9.30 - 10.00 | | | | A | 18.6 | 29 | 1447 | 1631 | 744 | 379 | 835 | 350 | 593 | 493 | 429 | 189 | 538 | 223 | 344 | 306 | 282 | 162^ | 156^ | 84^ | 102^ | 81^ |
| AMERICAN DREAM | 1 | | 202 | A | 13.4 | 21 | 1043 | 1689 | 683 | 374 | 770 | 307 | 503 | 467 | 377 | 180^ | 581 | 297 | 390 | 306 | 228 | 147^ | 205^ | 144^ | 133^ | 92^ |
| 2 WED. 9.00P 60 ABC GD | | | 99 | B | 13.4 | 21 | 1043 | 1689 | 683 | 374 | 770 | 307 | 503 | 467 | 377 | 180 | 581 | 297 | 390 | 306 | 228 | 147 | 205 | 144 | 133 | 92 |
| 9.00 - 9.30 | | | | A | 13.2 | 21 | 1027 | 1694 | 689 | 384 | 768 | 324 | 513 | 473 | 366 | 173^ | 575 | 294 | 383 | 301 | 227^ | 146^ | 201^ | 146^ | 150^ | 103^ |
| 9.30 - 10.00 | | | | A | 13.5 | 21 | 1050 | 1690 | 683 | 367 | 778 | 294 | 495 | 460 | 389 | 193^ | 592 | 306 | 403 | 313 | 230 | 147^ | 204^ | 144^ | 116^ | 81^ |
| ARCHIE BUNKER'S PLACE | 21 | 196 | 197 | A | 14.9 | 27 | 1159 | 1759 | 743 | 299 | 842 | 207 | 387 | 354 | 384 | 390 | 666 | 169 | 283 | 266 | 315 | 351 | 98^ | 57^ | 153 | 91^ |
| SUN. 8.00P 30 CBS CS | | 99 | 99 | B | 20.8 | 31 | 1618 | 1814 | 789 | 301 | 875 | 227 | 392 | 370 | 401 | 407 | 662 | 162 | 296 | 299 | 326 | 308 | 114 | 62 | 163 | 112 |
| BARBARA MANDRELL | 21 | 203 | 205 | A | 14.0 | 28 | 1089 | 2147 | 779 | 216 | 878 | 240 | 412 | 376 | 359 | 393 | 795 | 292 | 432 | 328 | 322 | 286 | 170 | 61^ | 304 | 206 |
| SAT. 8.00P 60 NBC GV | | 99 | 99 | B | 16.4 | 28 | 1276 | 2003 | 779 | 277 | 869 | 226 | 418 | 408 | 427 | 373 | 735 | 210 | 381 | 365 | 375 | 278 | 125 | 57 | 274 | 172 |
| 8.00 - 8.30 | | | | A | 13.3 | 27 | 1035 | 2109 | 769 | 212 | 869 | 251 | 407 | 363 | 337 | 384 | 791 | 289 | 435 | 340 | 321 | 276 | 171 | 62^ | 278 | 194 |
| 8.30 - 9.00 | | | | A | 14.7 | 28 | 1144 | 2167 | 788 | 218 | 886 | 232 | 418 | 388 | 372 | 401 | 791 | 289 | 427 | 314 | 320 | 294 | 165 | 57^ | 325 | 216 |
| BARNEY MILLER | 23 | 201 | 202 | A | 17.1 | 28 | 1330 | 1698 | 699 | 317 | 762 | 350 | 538 | 444 | 300 | 168 | 584 | 277 | 387 | 341 | 248 | 139 | 186 | 87^ | 166 | 101 |
| THU. 9.00P 30 ABC CS | | 99 | 99 | B | 18.3 | 28 | 1424 | 1759 | 714 | 310 | 781 | 329 | 501 | 433 | 334 | 211 | 608 | 267 | 402 | 349 | 260 | 163 | 182 | 94 | 188 | 135 |
| BATTLE-NETWORK STARS(S) | | | 187 | A | 19.3 | 34 | 1502 | 1871 | 742 | 279 | 791 | 301 | 485 | 430 | 333 | 241 | 640 | 259 | 431 | 367 | 297 | 155^ | 167 | 96^ | 273 | 211 |
| 2 FRI. 9.00P 120 ABC SE | | | 96 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 17.9 | 32 | 1393 | 1827 | 761 | 327 | 802 | 276 | 453 | 426 | 340 | 272 | 634 | 225 | 430 | 386 | 335 | 149^ | 117^ | 79^ | 274 | 195 |
| 9.30 - 10.00 | | | | A | 18.9 | 32 | 1470 | 1923 | 753 | 325 | 787 | 277 | 481 | 448 | 356 | 241 | 658 | 269 | 441 | 375 | 300 | 160^ | 171 | 106^ | 307 | 219 |
| 10.00 - 10.30 | | | | A | 20.7 | 35 | 1610 | 1848 | 722 | 235 | 778 | 313 | 484 | 422 | 314 | 234 | 630 | 272 | 423 | 356 | 273 | 150 | 178 | 100^ | 262 | 212 |
| 10.30 - 11.00 | | | | A | 19.7 | 36 | 1533 | 1881 | 736 | 238 | 796 | 335 | 516 | 425 | 320 | 220 | 637 | 257 | 425 | 359 | 294 | 158 | 198 | 96^ | 250 | 212 |
| BENJI AT MARINELAND(S) | | | 192 | A | 8.7 | 18 | 677 | 2198 | 745 | 321^ | 798 | 299^ | 477 | 427 | 279^ | 272^ | 563 | 238^ | 335^ | 249^ | 169^ | 228^ | 145^ | 88^ | 692 | 353 |
| 2 SUN. 7.00P 30 ABC CE | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| BENSON | 23 | | 199 | A | 12.9 | 26 | 1004 | 1732 | 704 | 317 | 838 | 263 | 372 | 347 | 319 | 382 | 646 | 188^ | 332 | 321 | 342 | 232^ | 93^ | 61^ | 155^ | 116^ |
| 2 FRI. 8.00P 30 ABC CS | | | 98 | B | 16.1 | 27 | 1253 | 1802 | 770 | 325 | 847 | 272 | 456 | 434 | 400 | 310 | 544 | 173 | 298 | 283 | 272 | 192 | 166 | 94 | 245 | 172 |
| BIG EVENT | 28 | 205 | | A | 22.3 | 36 | 1735 | 1756 | 756 | 312 | 866 | 343 | 559 | 490 | 418 | 232 | 709 | 233 | 449 | 408 | 358 | 214 | 99^ | 37^ | 82^ | 38^ |
| 1 SUN. 9.00P 120 NBC FV | | 99 | | B | 18.5 | 28 | 1439 | 1917 | 713 | 316 | 790 | 328 | 527 | 457 | 360 | 199 | 788 | 339 | 544 | 470 | 364 | 184 | 177 | 77 | 162 | 115 |
| 9.00 - 9.30 | | | | A | 23.0 | 36 | 1789 | 1845 | 755 | 337 | 871 | 356 | 559 | 482 | 408 | 240 | 699 | 216 | 423 | 373 | 360 | 234 | 133 | 32v | 142 | 75^ |
| 9.30 - 10.00 | | | | A | 22.2 | 35 | 1727 | 1746 | 748 | 299 | 866 | 346 | 554 | 473 | 408 | 241 | 692 | 229 | 430 | 389 | 339 | 215 | 91^ | 30v | 97^ | 48^ |
| 10.00 - 10.30 | | | | A | 21.9 | 35 | 1704 | 1746 | 760 | 311 | 864 | 335 | 569 | 510 | 431 | 218 | 739 | 264 | 496 | 433 | 365 | 201 | 86^ | 46^ | 57^ | 27v |
| 10.30 - 11.00 | | | | A | 22.2 | 38 | 1727 | 1664 | 753 | 296 | 854 | 325 | 546 | 491 | 424 | 228 | 702 | 226 | 451 | 433 | 365 | 201 | 80^ | 42^ | 28v | LT |
| BJ AND THE BEAR | 3 | 201 | 201 | A | 11.0 | 20 | 856 | 2026 | 641 | 181 | 701 | 225 | 367 | 308 | 280 | 302 | 723 | 247 | 383 | 336 | 322 | 288 | 183 | 55^ | 419 | 265 |
| SAT. 9.00P 60 NBC A | | 99 | 98 | B | 12.1 | 22 | 941 | 1996 | 632 | 189 | 685 | 232 | 382 | 318 | 293 | 271 | 734 | 281 | 417 | 332 | 318 | 263 | 196 | 60 | 381 | 255 |
| 9.00 - 9.30 | | | | A | 11.0 | 20 | 856 | 2013 | 638 | 171 | 712 | 223 | 366 | 308 | 288 | 312 | 715 | 242 | 373 | 326 | 320 | 288 | 184 | 61^ | 402 | 261 |
| 9.30 - 10.00 | | | | A | 11.0 | 19 | 856 | 2029 | 640 | 188 | 688 | 225 | 365 | 304 | 270 | 292 | 728 | 251 | 391 | 349 | 321 | 286 | 179 | 49^ | 434 | 269 |
| BOSOM BUDDIES | 22 | 203 | 203 | A | 16.3 | 28 | 1268 | 1823 | 631 | 298 | 682 | 377 | 529 | 418 | 259 | 102 | 445 | 242 | 322 | 272 | 175 | 75^ | 274 | 141 | 422 | 278 |
| THU. 8.30P 30 ABC CS | | 99 | 99 | B | 17.2 | 27 | 1338 | 1949 | 675 | 321 | 748 | 349 | 526 | 427 | 311 | 167 | 573 | 283 | 411 | 339 | 230 | 121 | 260 | 145 | 368 | 253 |
| BROKEN PROMISE(S) | | | 194 | A | 21.3 | 35 | 1657 | 1906 | 830 | 315 | 939 | 341 | 539 | 465 | 412 | 299 | 570 | 181 | 295 | 282 | 265 | 216 | 152 | 98^ | 245 | 169 |
| 2 TUE. 9.00P 120 CBS GD | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BROKEN PROMISE(S)-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 19.1 | 31 | 1486 | 1928 | 788 | 267 | 871 | 285 | 462 | 421 | 382 | 310 | 573 | 172 | 278 | 270 | 260 | 235 | 147^ | 101^ | 337 | 244 |
| 9.30 - 10.00 | | | | A | 21.2 | 33 | 1649 | 1937 | 845 | 313 | 946 | 345 | 541 | 463 | 405 | 304 | 544 | 166 | 261 | 261 | 252 | 221 | 159 | 93^ | 288 | 193 |
| 10.00 - 10.30 | | | | A | 22.0 | 37 | 1712 | 1883 | 838 | 345 | 957 | 356 | 562 | 486 | 428 | 288 | 573 | 189 | 313 | 287 | 273 | 207 | 156 | 98^ | 197 | 137^ |
| 10.30 - 11.00 | | | | A | 22.9 | 39 | 1782 | 1873 | 840 | 328 | 966 | 369 | 579 | 481 | 425 | 290 | 590 | 195 | 326 | 305 | 273 | 206 | 145 | 100^ | 172 | 116^ |
| BUGS BUNNY-AMERICAN HERO(S) | | | 192 | A | 16.3 | 28 | 1268 | 1839 | 589 | 231 | 627 | 241 | 339 | 301 | 219 | 228 | 342 | 114^ | 184^ | 172^ | 139^ | 123^ | 183^ | 116^ | 687 | 351 |
| 2 MON. 8.00P 30 CBS EA | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| CBS EVENING NEWS-RATHER | 149 | 195 | 197 | A | 11.5 | 24 | 895 | 1531 | 712 | 220 | 773 | 140 | 296 | 323 | 355 | 405 | 614 | 141 | 262 | 286 | 297 | 294 | 74 | 34^ | 70 | 42^ |
| M-F 6.30P 30 CBS N | | 98 | 99 | B | 15.1 | 27 | 1175 | 1571 | 708 | 215 | 771 | 149 | 289 | 323 | 375 | 401 | 632 | 135 | 278 | 286 | 326 | 299 | 76 | 37 | 92 | 58 |
| CBS EVENING NEWS-DEAN | 20 | 170 | 173 | A | 9.0 | 20 | 700 | 1549 | 654 | 250 | 677 | 172 | 318 | 339 | 324 | 308 | 778 | 220 | 370 | 378 | 379 | 332 | 64^ | LT | 30v | 30v |
| SUN. 6.30P 30 CBS N | | 92 | 92 | B | 10.3 | 18 | 801 | 1658 | 713 | 260 | 791 | 175 | 306 | 318 | 359 | 417 | 703 | 175 | 315 | 329 | 339 | 325 | 67 | 24 | 97 | 64 |
| CBS SAT. NEWS-SCHIEFFER | 31 | 151 | 145 | A | 7.6 | 19 | 591 | 1690 | 700 | 144^ | 798 | 144^ | 310 | 274 | 360 | 422 | 726 | 213 | 324 | 350 | 355 | 319 | 90^ | LT | 76^ | 45v |
| SAT. 6.30P 30 CBS N | | 85 | 85 | B | 10.6 | 21 | 825 | 1602 | 720 | 196 | 784 | 141 | 269 | 288 | 362 | 441 | 667 | 151 | 276 | 280 | 327 | 332 | 67 | 26 | 84 | 49 |
| CBS SAT. NIGHT MOVIE | 1 | 192 | | A | 11.9 | 22 | 926 | 1910 | 708 | 143^ | 794 | 284 | 479 | 386 | 356 | 277 | 814 | 273 | 495 | 468 | 432 | 251^ | 194^ | 39v | 108^ | 70^ |
| 1 SAT. 8.30P 120 CBS FF | | 98 | | B | 11.9 | 22 | 926 | 1910 | 708 | 143 | 794 | 284 | 479 | 386 | 356 | 277 | 814 | 273 | 495 | 468 | 432 | 251 | 194 | 39 | 108 | 70 |
| 8.30 - 9.00 | | | | A | 8.4 | 17 | 654 | 1823 | 743 | 168^ | 743 | 206^ | 410 | 327^ | 366 | 302^ | 720 | 133^ | 377 | 450 | 481 | 264^ | 178^ | 52v | 182^ | 107^ |
| 9.00 - 9.30 | | | | A | 11.6 | 22 | 902 | 1829 | 598 | 137^ | 724 | 230^ | 418 | 351 | 333 | 267 | 791 | 216^ | 445 | 454 | 457 | 269 | 229^ | 43v | 85^ | 64v |
| 9.30 - 10.00 | | | | A | 12.9 | 23 | 1004 | 1784 | 618 | 133^ | 760 | 263 | 457 | 386 | 342 | 267 | 774 | 264 | 453 | 438 | 396 | 257 | 177^ | 34v | 73^ | 48v |
| 10.00 - 10.30 | | | | A | 14.9 | 27 | 1159 | 2093 | 840 | 139^ | 891 | 379 | 573 | 435 | 372 | 276 | 902 | 396 | 622 | 505 | 408 | 219 | 187^ | 30v | 113^ | 71^ |
| CBS TUESDAY NIGHT MOVIES | 17 | 189 | | A | 19.6 | 34 | 1525 | 1706 | 759 | 257 | 826 | 334 | 522 | 505 | 384 | 214 | 631 | 246 | 452 | 450 | 325 | 135^ | 176 | 74^ | 73^ | 58^ |
| 1 TUE. 9.36P 115 CBS FF | | 98 | | B | 17.8 | 28 | 1385 | 1725 | 753 | 287 | 850 | 322 | 528 | 463 | 385 | 253 | 617 | 232 | 388 | 360 | 302 | 171 | 148 | 80 | 110 | 72 |
| 9.30 - 10.00 | | | | A | 17.4 | 28 | 1354 | 1763 | 755 | 266 | 811 | 318 | 515 | 485 | 395 | 204 | 603 | 236 | 411 | 402 | 294 | 157^ | 214 | 67^ | 135^ | 95^ |
| 10.00 - 10.30 | | | | A | 18.7 | 31 | 1455 | 1646 | 730 | 227 | 780 | 310 | 468 | 455 | 360 | 223 | 596 | 222 | 407 | 427 | 320 | 138^ | 190 | 76^ | 80^ | 67^ |
| 10.30 - 11.00 | | | | A | 21.0 | 37 | 1634 | 1715 | 770 | 279 | 846 | 362 | 551 | 529 | 391 | 204 | 654 | 258 | 469 | 477 | 343 | 132^ | 159 | 74^ | 56^ | 42^ |
| 11.00 - 11.30 | | | | A | 21.0 | 41 | 1634 | 1714 | 775 | 257 | 857 | 341 | 549 | 540 | 395 | 217 | 659 | 259 | 503 | 474 | 335 | 125^ | 156 | 74^ | 42^ | 39^ |
| CBS WEDNESDAY NIGHT MOVIE | 20 | | 187 | A | 18.5 | 30 | 1439 | 1662 | 675 | 256 | 834 | 234 | 453 | 414 | 432 | 319 | 690 | 193 | 376 | 384 | 381 | 239 | 62^ | 29v | 76^ | 23v |
| 2 WED. 9.00P 120 CBS FF | | | 97 | B | 17.4 | 28 | 1354 | 1746 | 735 | 288 | 831 | 296 | 499 | 447 | 399 | 259 | 657 | 232 | 395 | 371 | 327 | 205 | 140 | 69 | 118 | 78 |
| 9.00 - 9.30 | | | | A | 16.6 | 26 | 1291 | 1675 | 675 | 252 | 826 | 205 | 424 | 387 | 435 | 337 | 679 | 188 | 337 | 340 | 362 | 255 | 45v | 27v | 125^ | 48^ |
| 9.30 - 10.00 | | | | A | 18.5 | 29 | 1439 | 1698 | 660 | 270 | 830 | 238 | 457 | 396 | 419 | 315 | 666 | 168 | 338 | 363 | 384 | 233 | 79^ | 31v | 123^ | 45^ |
| 10.00 - 10.30 | | | | A | 19.3 | 32 | 1502 | 1663 | 683 | 259 | 850 | 268 | 490 | 444 | 427 | 298 | 710 | 206 | 411 | 415 | 393 | 235 | 62^ | 29v | 41^ | LT |
| 10.30 - 11.00 | | | | A | 19.5 | 33 | 1517 | 1614 | 684 | 249 | 827 | 223 | 433 | 421 | 437 | 330 | 701 | 205 | 410 | 406 | 384 | 238 | 61^ | 31v | 25v | LT |
| CHECKING IN | 3 | 194 | | A | 13.9 | 26 | 1081 | 1850 | 743 | 265 | 814 | 150^ | 346 | 401 | 449 | 385 | 677 | 278 | 390 | 320 | 297 | 237 | 91^ | 56^ | 268 | 196^ |
| 1 THU. 8.00P 30 CBS CS | | 99 | | B | 16.3 | 29 | 1268 | 1682 | 721 | 219 | 821 | 180 | 337 | 331 | 385 | 419 | 567 | 153 | 259 | 237 | 283 | 264 | 69 | 44 | 225 | 158 |
| CHIPS | 19 | 215 | 212 | A | 17.5 | 30 | 1362 | 2347 | 747 | 316 | 828 | 335 | 502 | 439 | 310 | 267 | 744 | 310 | 490 | 432 | 333 | 207 | 257 | 97 | 518 | 340 |
| SUN. 8.00P 60 NBC OP | | 99 | 99 | B | 19.2 | 29 | 1494 | 2252 | 710 | 288 | 793 | 327 | 514 | 433 | 331 | 225 | 734 | 306 | 504 | 441 | 347 | 176 | 246 | 97 | 479 | 319 |
| 8.00 - 8.30 | | | | A | 16.1 | 29 | 1253 | 2392 | 744 | 318 | 837 | 346 | 504 | 445 | 295 | 275 | 732 | 321 | 496 | 429 | 320 | 193 | 261 | 99 | 562 | 356 |
| 8.30 - 9.00 | | | | A | 18.9 | 31 | 1470 | 2301 | 744 | 313 | 817 | 325 | 497 | 435 | 319 | 260 | 748 | 299 | 483 | 430 | 338 | 217 | 256 | 97 | 480 | 324 |
| COUNTRY MUSIC AWARDS(S) | | 206 | | A | 18.8 | 31 | 1463 | 1625 | 740 | 279 | 804 | 178 | 381 | 395 | 431 | 336 | 621 | 150^ | 356 | 363 | 346 | 216 | 95^ | 61^ | 105^ | 81^ |
| 1 THU. 9.00P 122 NBC AC | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 17.1 | 28 | 1330 | 1746 | 765 | 282 | 817 | 173^ | 341 | 384 | 438 | 359 | 648 | 129^ | 353 | 368 | 372 | 245 | 130^ | 84^ | 151^ | 118^ |
| 9.30 - 10.00 | | | | A | 18.6 | 29 | 1447 | 1643 | 757 | 293 | 820 | 168 | 370 | 380 | 439 | 361 | 613 | 133^ | 324 | 339 | 336 | 241 | 74^ | 56^ | 136^ | 100^ |
| 10.00 - 10.30 | | | | A | 19.8 | 32 | 1540 | 1635 | 734 | 280 | 802 | 174 | 403 | 409 | 438 | 332 | 633 | 164 | 380 | 387 | 356 | 201 | 94^ | 54^ | 106^ | 85^ |
| 10.30 - 11.00 | | | | A | 19.7 | 33 | 1533 | 1523 | 722 | 269 | 791 | 200 | 418 | 408 | 423 | 302 | 600 | 171 | 367 | 359 | 327 | 184 | 88^ | 55^ | 44^ | 30v |
| DALLAS | 23 | 206 | 204 | A | 22.6 | 39 | 1758 | 1819 | 788 | 287 | 886 | 344 | 548 | 469 | 379 | 289 | 567 | 225 | 345 | 298 | 235 | 184 | 108 | 71 | 258 | 167 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DALLAS-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 10.00P 60 CBS GD | | 99 | 99 | B | 33.1 | 55 | 2575 | 1847 | 822 | 311 | 907 | 344 | 536 | 477 | 399 | 299 | 619 | 240 | 368 | 329 | 270 | 203 | 148 | 87 | 173 | 132 |
| 2 FRI. 9.00P 115 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 15.1 | 27 | 1175 | 1868 | 699 | 232 | 819 | 320 | 488 | 398 | 336 | 292 | 488 | 176^ | 264 | 235 | 207 | 196^ | 87^ | 71^ | 474 | 289 |
| 9.30 - 10.00 | | | | A | 16.9 | 29 | 1315 | 1805 | 715 | 221 | 829 | 329 | 498 | 412 | 343 | 287 | 469 | 151^ | 247 | 211 | 206 | 199 | 96^ | 76^ | 411 | 232 |
| 10.00 - 10.30 | | | | A | 25.6 | 43 | 1992 | 1817 | 807 | 306 | 903 | 354 | 568 | 491 | 391 | 282 | 598 | 243 | 378 | 318 | 249 | 180 | 108 | 70 | 208 | 141 |
| 10.30 - 11.00 | | | | A | 26.7 | 47 | 2077 | 1795 | 816 | 308 | 904 | 346 | 556 | 488 | 390 | 294 | 589 | 244 | 366 | 318 | 235 | 181 | 116 | 69 | 186 | 134 |
| DIFF'RENT STROKES | 23 | 206 | 205 | A | 20.0 | 32 | 1556 | 1873 | 737 | 281 | 806 | 266 | 446 | 384 | 356 | 309 | 502 | 155 | 288 | 247 | 223 | 180 | 240 | 137 | 325 | 247 |
| 1 WED. 9.00P 60 NBC CS | | 99 | 99 | B | 20.6 | 32 | 1603 | 1906 | 744 | 288 | 810 | 252 | 429 | 390 | 371 | 311 | 559 | 176 | 313 | 278 | 265 | 206 | 229 | 111 | 308 | 232 |
| 2 WED. 9.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 19.9 | 32 | 1548 | 1916 | 775 | 272 | 830 | 280 | 453 | 393 | 353 | 320 | 511 | 157 | 293 | 251 | 222 | 190 | 242 | 140 | 333 | 250 |
| 9.30 - 10.00 | | | | A | 20.2 | 31 | 1572 | 1793 | 661 | 294 | 759 | 242 | 436 | 368 | 361 | 285 | 483 | 154 | 278 | 235 | 223 | 162 | 240 | 131^ | 311 | 240 |
| DISNEY'S WONDERFUL WORLD | 22 | 209 | 212 | A | 10.9 | 21 | 848 | 2343 | 622 | 300 | 719 | 307 | 475 | 410 | 288 | 183 | 604 | 292 | 435 | 389 | 253 | 136^ | 341 | 139^ | 679 | 339 |
| SUN. 7.00P 60 NBC FV | | 98 | 99 | B | 14.8 | 24 | 1151 | 2364 | 664 | 281 | 743 | 329 | 501 | 435 | 310 | 194 | 674 | 296 | 478 | 409 | 316 | 159 | 255 | 109 | 692 | 413 |
| 7.00 - 7.30 | | | | A | 9.9 | 20 | 770 | 2381 | 633 | 299 | 729 | 320 | 477 | 421 | 278 | 186 | 605 | 296 | 429 | 381 | 247 | 143^ | 345 | 131^ | 702 | 345 |
| 7.30 - 8.00 | | | | A | 11.8 | 22 | 918 | 2318 | 613 | 297 | 705 | 292 | 468 | 399 | 297 | 179 | 600 | 292 | 438 | 394 | 255 | 130^ | 346 | 149 | 667 | 336 |
| DUKES OF HAZZARD | 22 | 205 | 201 | A | 17.8 | 33 | 1385 | 2139 | 712 | 266 | 811 | 330 | 514 | 413 | 319 | 261 | 693 | 286 | 442 | 349 | 315 | 201 | 116 | 60^ | 519 | 340 |
| 1 FRI. 9.00P 60 CBS CS | | 99 | 99 | B | 26.4 | 43 | 2054 | 2125 | 714 | 268 | 790 | 291 | 470 | 410 | 357 | 263 | 629 | 223 | 376 | 338 | 315 | 204 | 194 | 94 | 512 | 359 |
| 2 FRI. 8.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.0 | 24 | 934 | 1838 | 541 | 199^ | 607 | 111^ | 272 | 246^ | 294 | 294 | 594 | 180^ | 301 | 266 | 250^ | 234^ | 114^ | 81^ | 523 | 301 |
| 8.30 - 9.00 | | | | A | 14.8 | 29 | 1151 | 1988 | 648 | 285 | 690 | 173^ | 354 | 308 | 292 | 302 | 582 | 169^ | 306 | 283 | 268 | 240 | 122^ | 82^ | 594 | 383 |
| 9.00 - 9.30 | | | | A | 19.1 | 33 | 1486 | 2303 | 783 | 286 | 919 | 459 | 666 | 522 | 352 | 212 | 741 | 345 | 529 | 386 | 355 | 159^ | 148^ | 67^ | 495 | 336 |
| 9.30 - 10.00 | | | | A | 25.3 | 42 | 1968 | 2221 | 767 | 265 | 886 | 426 | 597 | 469 | 315 | 251 | 760 | 356 | 520 | 390 | 342 | 196 | 87^ | 32^ | 488 | 335 |
| EIGHT IS ENOUGH | 5 | | 202 | A | 14.3 | 28 | 1113 | 1936 | 731 | 348 | 814 | 357 | 465 | 335 | 255 | 277 | 499 | 238 | 360 | 269 | 217 | 116^ | 174^ | 122^ | 449 | 276 |
| 2 SAT. 8.00P 60 ABC CS | | | 99 | B | 14.8 | 27 | 1151 | 2076 | 695 | 298 | 785 | 340 | 494 | 405 | 289 | 235 | 530 | 229 | 349 | 288 | 213 | 146 | 245 | 146 | 516 | 350 |
| 8.00 - 8.30 | | | | A | 13.0 | 26 | 1011 | 1856 | 752 | 352 | 825 | 345 | 473 | 351 | 267 | 278 | 466 | 227^ | 338 | 238 | 206^ | 102^ | 159^ | 103^ | 406 | 235 |
| 8.30 - 9.00 | | | | A | 15.7 | 29 | 1221 | 1988 | 711 | 341 | 799 | 363 | 457 | 321 | 243 | 274 | 524 | 244 | 375 | 294 | 227 | 129^ | 184^ | 138^ | 481 | 312 |
| ENOS | 18 | | 194 | A | 13.9 | 23 | 1081 | 1826 | 601 | 184^ | 677 | 169^ | 297 | 243 | 274 | 343 | 637 | 159^ | 298 | 324 | 312 | 284 | 187^ | 63^ | 325 | 175^ |
| 2 WED. 8.00P 60 CBS CS | | | 99 | B | 16.5 | 25 | 1284 | 2105 | 696 | 262 | 753 | 255 | 429 | 389 | 362 | 265 | 678 | 242 | 411 | 372 | 343 | 217 | 222 | 89 | 452 | 294 |
| 8.00 - 8.30 | | | | A | 13.6 | 23 | 1058 | 1815 | 607 | 183^ | 678 | 183^ | 285 | 228 | 236 | 363 | 626 | 167^ | 297 | 315 | 290 | 282 | 205^ | 59^ | 306 | 154^ |
| 8.30 - 9.00 | | | | A | 14.2 | 23 | 1105 | 1823 | 592 | 182^ | 669 | 155^ | 308 | 253 | 306 | 323 | 646 | 154^ | 299 | 327 | 330 | 286 | 166^ | 66^ | 342 | 193^ |
| EXORCIST(S) | | | 183 | A | 12.0 | 22 | 934 | 1923 | 674 | 381 | 766 | 398 | 571 | 409 | 256 | 141^ | 631 | 337 | 460 | 327 | 238^ | 127^ | 288 | 183^ | 238^ | 167^ |
| 2 SAT. 8.30P 150 CBS FF | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.30 - 9.00 | | | | A | 9.5 | 18 | 739 | 2095 | 710 | 384 | 811 | 381 | 555 | 417 | 285^ | 187^ | 607 | 337 | 406 | 243^ | 170^ | 165^ | 367 | 275^ | 310^ | 211^ |
| 9.00 - 9.30 | | | | A | 11.2 | 20 | 871 | 2039 | 670 | 374 | 791 | 394 | 585 | 438 | 287 | 147^ | 600 | 296 | 433 | 308 | 245^ | 123^ | 347 | 241^ | 301 | 220^ |
| 9.30 - 10.00 | | | | A | 11.5 | 20 | 895 | 1966 | 658 | 387 | 796 | 434 | 621 | 432 | 248^ | 130^ | 645 | 338 | 488 | 352 | 256^ | 116^ | 260^ | 166^ | 265^ | 194^ |
| 10.00 - 10.30 | | | | A | 13.5 | 24 | 1050 | 1748 | 662 | 379 | 723 | 377 | 543 | 383 | 248 | 129^ | 631 | 350 | 458 | 337 | 232 | 122^ | 235 | 139^ | 159^ | 104^ |
| 10.30 - 11.00 | | | | A | 14.4 | 26 | 1120 | 1849 | 664 | 375 | 717 | 396 | 545 | 386 | 227 | 122^ | 666 | 357 | 501 | 368 | 276 | 120^ | 276 | 141^ | 190^ | 134^ |
| FACTS OF LIFE | 18 | | 202 | A | 20.4 | 32 | 1587 | 1997 | 864 | 222 | 873 | 332 | 512 | 451 | 347 | 288 | 569 | 196 | 353 | 277 | 229 | 206 | 254 | 132^ | 301 | 235 |
| 2 WED. 9.30P 30 NBC CS | | | 98 | B | 19.4 | 30 | 1509 | 1916 | 761 | 296 | 833 | 280 | 464 | 417 | 375 | 297 | 549 | 176 | 310 | 283 | 260 | 199 | 262 | 129 | 272 | 208 |
| FANTASY ISLAND | 25 | 201 | 202 | A | 19.5 | 36 | 1517 | 1777 | 736 | 324 | 835 | 345 | 499 | 443 | 341 | 257 | 558 | 213 | 364 | 339 | 244 | 160 | 164 | 100 | 220 | 195 |
| SAT. 10.00P 60 ABC A | | 99 | 99 | B | 20.6 | 37 | 1603 | 1867 | 744 | 327 | 831 | 342 | 534 | 453 | 357 | 243 | 579 | 241 | 377 | 321 | 248 | 165 | 219 | 129 | 238 | 188 |
| 10.00 - 10.30 | | | | A | 19.1 | 34 | 1486 | 1779 | 736 | 342 | 836 | 352 | 499 | 438 | 331 | 258 | 551 | 212 | 359 | 338 | 241 | 158 | 152 | 97 | 240 | 211 |
| 10.30 - 11.00 | | | | A | 19.9 | 37 | 1548 | 1765 | 731 | 305 | 829 | 335 | 498 | 446 | 351 | 254 | 559 | 213 | 363 | 337 | 242 | 160 | 176 | 103 | 201 | 180 |
| GANGSTER CHRONICLES CONT'D | 2 | 181 | 185 | A | 9.7 | 17 | 755 | 1543 | 659 | 274 | 731 | 179 | 308 | 395 | 396 | 287 | 692 | 139^ | 321 | 343 | 432 | 277 | 66^ | 13v | 54^ | 35v |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GANGSTER CHRONICLE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. 9.00P 120 NBC GD | | 96 | 96 | B | 9.7 | 17 | 755 | 1543 | 659 | 274 | 731 | 179 | 308 | 395 | 396 | 287 | 692 | 139 | 321 | 343 | 432 | 277 | 66 | 13 | 54 | 35 |
| 2 FRI. 10.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 10.4 | 18 | 809 | 1618 | 735 | 324 | 819 | 214^ | 340 | 392 | 395 | 346 | 639 | 121^ | 290^ | 300 | 377 | 278^ | 86^ | 10v | 74v | 42v |
| 9.30 - 10.00 | | | | A | 10.8 | 18 | 840 | 1644 | 675 | 289 | 783 | 232^ | 368 | 408 | 395 | 288 | 679 | 143^ | 340 | 335 | 407 | 270^ | 109^ | 20v | 73^ | 39v |
| 10.00 - 10.30 | | | | A | 9.5 | 16 | 739 | 1474 | 622 | 248 | 676 | 152^ | 275 | 371 | 383 | 267 | 681 | 109^ | 298 | 345 | 461 | 276 | 60^ | 17v | 57^ | 39v |
| 10.30 - 11.00 | | | | A | 9.1 | 16 | 708 | 1496 | 641 | 261 | 700 | 153^ | 284 | 410 | 409 | 272 | 741 | 174 | 350 | 368 | 450 | 282 | 35v | 8v | 20v | 20v |
| GREATEST AMERICAN HERO | 7 | 202 | 201 | A | 16.5 | 28 | 1284 | 2111 | 625 | 328 | 688 | 325 | 492 | 420 | 275 | 143 | 608 | 363 | 468 | 374 | 194 | 97 | 250 | 125 | 565 | 341 |
| WED. 8.00P 60 ABC A | | 99 | 99 | B | 19.9 | 31 | 1548 | 2152 | 643 | 302 | 693 | 338 | 518 | 441 | 292 | 127 | 609 | 333 | 478 | 403 | 235 | 84 | 289 | 147 | 561 | 357 |
| 8.00 - 8.30 | | | | A | 15.3 | 27 | 1190 | 2118 | 628 | 341 | 693 | 314 | 492 | 411 | 284 | 146 | 597 | 356 | 451 | 343 | 188 | 103 | 252 | 125 | 576 | 345 |
| 8.30 - 9.00 | | | | A | 17.6 | 29 | 1369 | 2110 | 620 | 317 | 684 | 335 | 494 | 428 | 268 | 140 | 620 | 369 | 485 | 398 | 203 | 95 | 247 | 125 | 559 | 343 |
| HAPPY DAYS | 23 | 186 | 208 | A | 15.5 | 28 | 1206 | 1837 | 691 | 306 | 784 | 305 | 446 | 342 | 306 | 270 | 487 | 188 | 305 | 264 | 226 | 145 | 208 | 135 | 358 | 246 |
| TUE. 8.00P 30 ABC CS | | 96 | 99 | B | 20.4 | 31 | 1587 | 1969 | 664 | 306 | 748 | 333 | 508 | 411 | 315 | 193 | 518 | 230 | 348 | 286 | 219 | 136 | 253 | 144 | 450 | 311 |
| HARPER VALLEY | 15 | 201 | 199 | A | 13.8 | 27 | 1074 | 1706 | 774 | 271 | 831 | 259 | 375 | 353 | 312 | 374 | 550 | 125 | 253 | 235 | 292 | 255 | 87^ | 74^ | 238 | 148 |
| 1 FRI. 8.00P 30 NBC CS | | 99 | 99 | B | 16.6 | 28 | 1291 | 1910 | 788 | 271 | 871 | 262 | 430 | 373 | 390 | 370 | 619 | 159 | 279 | 263 | 303 | 283 | 132 | 65 | 288 | 200 |
| 2 FRI. 8.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HART TO HART | 20 | 203 | 206 | A | 18.9 | 32 | 1470 | 1665 | 815 | 357 | 906 | 356 | 594 | 508 | 415 | 242 | 567 | 235 | 355 | 278 | 273 | 164 | 128 | 74^ | 64^ | 31^ |
| TUE. 10.00P 60 ABC PD | | 99 | 99 | B | 19.8 | 32 | 1540 | 1698 | 742 | 297 | 818 | 323 | 525 | 461 | 371 | 231 | 620 | 275 | 411 | 342 | 265 | 171 | 167 | 94 | 93 | 64 |
| 10.00 - 10.30 | | | | A | 17.9 | 30 | 1393 | 1656 | 815 | 364 | 904 | 352 | 584 | 498 | 411 | 247 | 549 | 232 | 338 | 257 | 255 | 164 | 131 | 72^ | 72^ | 36^ |
| 10.30 - 11.00 | | | | A | 19.8 | 34 | 1540 | 1672 | 817 | 350 | 908 | 361 | 605 | 513 | 418 | 236 | 583 | 239 | 371 | 295 | 287 | 164 | 126 | 74^ | 55^ | 26^ |
| HILL STREET BLUES | 2 | 196 | 199 | A | 11.1 | 18 | 864 | 1758 | 681 | 276 | 782 | 269 | 464 | 436 | 343 | 264 | 780 | 283 | 429 | 391 | 325 | 286 | 96^ | 50^ | 100^ | 40^ |
| 1 TUE. 9.30P 60 NBC OP | | 98 | 98 | B | 11.1 | 18 | 864 | 1758 | 681 | 276 | 782 | 269 | 464 | 436 | 343 | 264 | 780 | 283 | 429 | 391 | 325 | 286 | 96 | 50 | 100 | 40 |
| 2 TUE. 9.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 10.6 | 17 | 825 | 1847 | 731 | 297 | 794 | 259^ | 475 | 447 | 358 | 255^ | 777 | 290 | 432 | 427 | 332 | 275^ | 160^ | 80^ | 116^ | 53v |
| 9.30 - 10.00 | | | | A | 11.5 | 18 | 895 | 1746 | 703 | 294 | 807 | 290 | 484 | 454 | 342 | 268 | 756 | 281 | 433 | 394 | 318 | 262 | 75^ | 46^ | 108^ | 43^ |
| 10.00 - 10.30 | | | | A | 11.0 | 18 | 856 | 1630 | 568 | 204^ | 696 | 229^ | 398 | 372 | 312 | 257^ | 802 | 266^ | 394 | 326 | 322 | 346 | 69v | 23v | 63v | 21v |
| HOUSE CALLS | 23 | 196 | 197 | A | 20.5 | 31 | 1595 | 1760 | 752 | 339 | 817 | 301 | 498 | 465 | 348 | 257 | 590 | 262 | 371 | 306 | 234 | 178 | 155 | 99 | 198 | 161 |
| MON. 9.30P 30 CBS CS | | 99 | 99 | B | 22.2 | 33 | 1727 | 1746 | 768 | 329 | 849 | 320 | 507 | 454 | 377 | 274 | 609 | 249 | 379 | 325 | 273 | 185 | 154 | 84 | 134 | 99 |
| I'M A BIG GIRL NOW | 22 | | 199 | A | 11.8 | 23 | 918 | 1745 | 737 | 309 | 867 | 303 | 411 | 360 | 328 | 375 | 609 | 202^ | 337 | 309 | 320 | 204^ | 69^ | 41v | 200^ | 139^ |
| 2 FRI. 8.30P 30 ABC CS | | | 98 | B | 15.6 | 26 | 1214 | 1779 | 772 | 326 | 860 | 283 | 456 | 432 | 393 | 319 | 545 | 171 | 296 | 292 | 270 | 194 | 149 | 89 | 225 | 161 |
| INCREDIBLE HULK | 18 | 201 | | A | 13.1 | 25 | 1019 | 2441 | 702 | 223^ | 891 | 491 | 640 | 405 | 320 | 190^ | 844 | 498 | 683 | 390 | 317 | 132^ | 140^ | 54v | 566 | 341 |
| 1 FRI. 8.00P 60 CBS SF | | 99 | | B | 17.3 | 29 | 1346 | 2146 | 669 | 273 | 764 | 300 | 472 | 410 | 331 | 232 | 697 | 285 | 457 | 397 | 322 | 191 | 168 | 78 | 517 | 306 |
| 8.00 - 8.30 | | | | A | 12.0 | 24 | 934 | 2434 | 696 | 225^ | 925 | 513 | 652 | 377 | 324 | 207^ | 859 | 513 | 698 | 390 | 319 | 129^ | 137^ | 59v | 513 | 292 |
| 8.30 - 9.00 | | | | A | 14.3 | 26 | 1113 | 2419 | 693 | 218 | 849 | 465 | 622 | 424 | 314 | 171^ | 825 | 477 | 663 | 389 | 314 | 133^ | 143^ | 51v | 602 | 377 |
| IT'S MAGIC CHARLIE BROWN(S) | | 191 | | A | 16.2 | 29 | 1260 | 1777 | 548 | 252 | 663 | 306 | 439 | 409 | 259 | 169^ | 364 | 133^ | 233 | 277 | 172^ | 87^ | 116^ | 29v | 634 | 293 |
| 1 TUE. 8.00P 30 CBS EA | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| JEFFERSONS | 21 | 195 | 196 | A | 18.5 | 29 | 1439 | 1896 | 846 | 363 | 889 | 263 | 480 | 449 | 410 | 343 | 616 | 208 | 305 | 280 | 275 | 264 | 166 | 103 | 225 | 136 |
| SUN. 9.30P 30 CBS CS | | 99 | 99 | B | 23.1 | 34 | 1797 | 1813 | 821 | 320 | 892 | 263 | 459 | 428 | 410 | 359 | 604 | 180 | 303 | 282 | 284 | 256 | 167 | 89 | 150 | 108 |
| JOHNNY CASH-COUNTRY GIRLS(S) | | 195 | | A | 14.8 | 25 | 1151 | 1611 | 791 | 233 | 854 | 148^ | 337 | 358 | 456 | 425 | 646 | 178^ | 337 | 339 | 327 | 270 | 66^ | 47v | 45v | 35v |
| 1 WED. 10.00P 60 CBS GV | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 15.2 | 25 | 1183 | 1630 | 795 | 235 | 858 | 160^ | 343 | 367 | 445 | 419 | 654 | 176^ | 339 | 337 | 331 | 274 | 68^ | 49v | 50v | 40v |
| 10.30 - 11.00 | | | | A | 14.5 | 25 | 1128 | 1568 | 778 | 228 | 838 | 135^ | 325 | 342 | 458 | 427 | 629 | 174^ | 328 | 334 | 320 | 265 | 64^ | 44v | 37v | 26v |
| LAVERNE & SHIRLEY | 22 | 195 | 210 | A | 16.7 | 28 | 1299 | 1835 | 705 | 337 | 785 | 332 | 481 | 369 | 307 | 240 | 488 | 205 | 325 | 269 | 221 | 127 | 179 | 129 | 383 | 260 |
| TUE. 8.30P 30 ABC CS | | 97 | 99 | B | 20.2 | 30 | 1572 | 1952 | 681 | 326 | 763 | 353 | 533 | 432 | 316 | 183 | 509 | 234 | 353 | 294 | 213 | 123 | 237 | 145 | 443 | 306 |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LEAVE 'EM LAUGHING(S) | | 192 | | A | 15.1 | 25 | 1175 | 1629 | 718 | 219 | 805 | 188^ | 357 | 375 | 443 | 350 | 576 | 161^ | 268 | 239 | 300 | 269 | 56^ | 44v | 192^ | 118^ |
| 1 WED. 8.00P 120 CBS GD | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 13.5 | 24 | 1050 | 1566 | 706 | 186^ | 784 | 180^ | 321 | 344 | 423 | 374 | 513 | 146^ | 224^ | 211^ | 257 | 245 | 57v | 32v | 212^ | 117^ |
| 8.30 - 9.00 | | | | A | 14.4 | 24 | 1120 | 1629 | 743 | 212 | 832 | 192^ | 363 | 373 | 463 | 374 | 513 | 137^ | 220 | 195^ | 275 | 254 | 53v | 43v | 231 | 138^ |
| 9.00 - 9.30 | | | | A | 15.9 | 26 | 1237 | 1645 | 714 | 231 | 801 | 189^ | 373 | 392 | 452 | 326 | 609 | 164^ | 284 | 248 | 315 | 287 | 55^ | 47v | 180^ | 118^ |
| 9.30 - 10.00 | | | | A | 16.7 | 26 | 1299 | 1644 | 701 | 238 | 796 | 186 | 363 | 379 | 434 | 333 | 643 | 186 | 320 | 289 | 337 | 285 | 58^ | 50^ | 147^ | 101^ |
| LITTLE HOUSE-PRAIRIE | 28 | 214 | 216 | A | 15.7 | 27 | 1221 | 1810 | 769 | 315 | 894 | 286 | 433 | 373 | 337 | 387 | 478 | 143 | 256 | 221 | 214 | 195 | 165 | 107 | 273 | 179 |
| MON. 8.00P 60 NBC GD | | 99 | 99 | B | 21.7 | 32 | 1688 | 1941 | 826 | 302 | 916 | 334 | 487 | 417 | 349 | 365 | 528 | 165 | 268 | 245 | 233 | 227 | 164 | 109 | 333 | 207 |
| 8.00 - 8.30 | | | | A | 14.3 | 25 | 1113 | 1765 | 774 | 302 | 893 | 273 | 406 | 353 | 327 | 413 | 466 | 131 | 235 | 196 | 205 | 210 | 129 | 96^ | 277 | 172 |
| 8.30 - 9.00 | | | | A | 17.1 | 28 | 1330 | 1840 | 762 | 323 | 893 | 297 | 453 | 391 | 342 | 365 | 486 | 153 | 273 | 241 | 223 | 182 | 191 | 116 | 270 | 182 |
| LIVE FROM STUDIO 8H(S) | | 200 | | A | 11.6 | 19 | 902 | 1539 | 751 | 291 | 810 | 99^ | 249^ | 309 | 414 | 473 | 612 | 131^ | 261^ | 292 | 337 | 291 | 68^ | 42v | 49v | 30v |
| 1 MON. 9.00P 120 NBC CM | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 12.3 | 20 | 957 | 1715 | 712 | 263 | 808 | 122^ | 247^ | 296 | 360 | 465 | 656 | 123^ | 286 | 302 | 360 | 308 | 131^ | 74^ | 120^ | 75^ |
| 9.30 - 10.00 | | | | A | 11.0 | 17 | 856 | 1582 | 736 | 308 | 808 | 104^ | 235^ | 277 | 370 | 503 | 679 | 122^ | 250^ | 281 | 347 | 380 | 59v | 34v | 36v | 23v |
| 10.00 - 10.30 | | | | A | 11.8 | 19 | 918 | 1498 | 796 | 316 | 839 | 92^ | 267 | 328 | 455 | 491 | 589 | 142^ | 265 | 305 | 336 | 266 | 50v | 36v | 20v | 11v |
| 10.30 - 11.00 | | | | A | 11.2 | 20 | 871 | 1346 | 762 | 277 | 783 | 76^ | 246^ | 334 | 477 | 432 | 518 | 136^ | 241^ | 276 | 297 | 210^ | 28v | 17v | 17v | 9v |
| LOBO | 14 | 186 | 201 | A | 13.6 | 24 | 1058 | 2026 | 772 | 279 | 831 | 235 | 402 | 397 | 365 | 367 | 760 | 252 | 383 | 326 | 368 | 314 | 170 | 67^ | 265 | 164 |
| TUE. 8.00P 60 NBC A | | 94 | 98 | B | 17.7 | 27 | 1377 | 1992 | 741 | 254 | 797 | 233 | 411 | 378 | 371 | 321 | 739 | 215 | 380 | 359 | 376 | 295 | 138 | 42 | 318 | 201 |
| 8.00 - 8.30 | | | | A | 12.9 | 23 | 1004 | 2009 | 771 | 270 | 827 | 225 | 396 | 386 | 367 | 377 | 751 | 233 | 360 | 322 | 372 | 327 | 158 | 61^ | 273 | 170 |
| 8.30 - 9.00 | | | | A | 14.4 | 24 | 1120 | 2011 | 764 | 282 | 822 | 239 | 400 | 400 | 356 | 354 | 754 | 257 | 394 | 329 | 366 | 298 | 180 | 71^ | 255 | 154 |
| LOU GRANT | 24 | 194 | 197 | A | 20.7 | 34 | 1610 | 1670 | 757 | 356 | 857 | 381 | 585 | 511 | 356 | 207 | 650 | 309 | 434 | 339 | 246 | 169 | 102 | 67^ | 61^ | 48^ |
| MON. 10.00P 60 CBS GD | | 98 | 99 | B | 19.2 | 31 | 1494 | 1581 | 748 | 305 | 824 | 326 | 509 | 461 | 360 | 247 | 585 | 245 | 364 | 313 | 250 | 180 | 120 | 65 | 52 | 37 |
| 10.00 - 10.30 | | | | A | 20.4 | 33 | 1587 | 1673 | 755 | 363 | 858 | 376 | 590 | 512 | 365 | 206 | 636 | 291 | 418 | 331 | 248 | 171 | 106 | 71^ | 73^ | 56^ |
| 10.30 - 11.00 | | | | A | 21.0 | 35 | 1634 | 1662 | 755 | 350 | 855 | 386 | 580 | 507 | 346 | 211 | 662 | 325 | 448 | 344 | 242 | 168 | 99 | 65^ | 46^ | 38^ |
| LOVE BOAT | 27 | 204 | 201 | A | 19.8 | 37 | 1540 | 1948 | 779 | 334 | 896 | 361 | 499 | 411 | 339 | 315 | 526 | 242 | 343 | 290 | 204 | 150 | 174 | 121 | 352 | 266 |
| 1 SAT. 8.00P 120 ABC CS | | 99 | 99 | B | 23.9 | 40 | 1859 | 1956 | 773 | 316 | 858 | 323 | 504 | 436 | 363 | 289 | 557 | 221 | 350 | 295 | 240 | 172 | 201 | 122 | 340 | 254 |
| 2 SAT. 9.00P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 13.5 | 29 | 1050 | 1983 | 735 | 361 | 897 | 385 | 524 | 404 | 317 | 298 | 514 | 258 | 363 | 276 | 174^ | 133^ | 214^ | 137^ | 358 | 239 |
| 8.30 - 9.00 | | | | A | 18.4 | 37 | 1432 | 2131 | 810 | 370 | 944 | 413 | 556 | 447 | 362 | 299 | 501 | 270 | 354 | 262 | 160^ | 124^ | 233 | 150^ | 453 | 326 |
| 9.00 - 9.30 | | | | A | 21.2 | 39 | 1649 | 1907 | 771 | 316 | 879 | 343 | 482 | 410 | 340 | 316 | 526 | 238 | 337 | 290 | 206 | 152 | 161 | 113 | 341 | 259 |
| 9.30 - 10.00 | | | | A | 22.3 | 39 | 1735 | 1893 | 783 | 326 | 888 | 345 | 483 | 397 | 337 | 326 | 539 | 233 | 339 | 305 | 221 | 160 | 148 | 114 | 318 | 259 |
| MAGNUM, P.I. | 18 | 197 | 199 | A | 16.8 | 27 | 1307 | 1959 | 816 | 333 | 887 | 315 | 503 | 473 | 394 | 311 | 617 | 221 | 376 | 352 | 320 | 190 | 183 | 91^ | 272 | 209 |
| THU. 9.00P 60 CBS PD | | 99 | 99 | B | 20.5 | 32 | 1595 | 1832 | 778 | 290 | 874 | 277 | 467 | 438 | 412 | 330 | 650 | 209 | 356 | 335 | 321 | 238 | 134 | 70 | 174 | 122 |
| 9.00 - 9.30 | | | | A | 15.9 | 26 | 1237 | 1978 | 822 | 327 | 887 | 307 | 493 | 465 | 394 | 325 | 641 | 239 | 393 | 366 | 320 | 194 | 174 | 93^ | 276 | 207 |
| 9.30 - 10.00 | | | | A | 17.6 | 28 | 1369 | 1949 | 821 | 341 | 895 | 326 | 519 | 480 | 395 | 304 | 600 | 207 | 363 | 343 | 319 | 187 | 187 | 86^ | 267 | 214 |
| M*A*S*H | 23 | 198 | 200 | A | 23.6 | 36 | 1836 | 1906 | 725 | 349 | 795 | 328 | 500 | 450 | 315 | 238 | 633 | 301 | 418 | 345 | 252 | 166 | 187 | 103 | 291 | 224 |
| MON. 9.00P 30 CBS CS | | 99 | 99 | B | 25.5 | 37 | 1984 | 1847 | 754 | 330 | 829 | 331 | 506 | 447 | 352 | 260 | 633 | 266 | 406 | 352 | 282 | 181 | 182 | 91 | 203 | 147 |
| M*A*S*H SPECIAL(S) | | 190 | | A | 18.0 | 28 | 1400 | 1997 | 701 | 310 | 737 | 254 | 422 | 396 | 301 | 255 | 531 | 272 | 359 | 289 | 171 | 138^ | 266 | 136^ | 463 | 275 |
| 2 MON. 8.30P 30 CBS CS | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| MAYDAY FOR MOTHER(S) | | 198 | | A | 11.6 | 23 | 902 | 1751 | 752 | 157^ | 788 | 235^ | 331 | 324 | 277 | 369 | 429 | 63v | 201^ | 226^ | 249^ | 203^ | 95^ | 86^ | 439 | 218^ |
| 2 FRI. 8.00P 30 NBC EA | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| MORK & MINDY | 24 | 202 | 205 | A | 13.8 | 25 | 1074 | 1756 | 581 | 332 | 640 | 327 | 464 | 393 | 269 | 122 | 504 | 283 | 376 | 309 | 190 | 75^ | 217 | 102^ | 395 | 237 |
| THU. 8.00P 30 ABC CS | | 98 | 98 | B | 17.3 | 27 | 1346 | 1985 | 667 | 320 | 741 | 350 | 526 | 431 | 311 | 157 | 584 | 288 | 421 | 346 | 236 | 121 | 250 | 137 | 410 | 279 |
| NBC MAGAZINE | 2 | 181 | 186 | A | 12.9 | 23 | 1004 | 1530 | 708 | 186 | 766 | 116^ | 249 | 295 | 356 | 433 | 567 | 113^ | 232 | 239 | 266 | 296 | 113^ | 53^ | 84^ | 64^ |
| THU. 8.00P 60 NBC DN | | 95 | 96 | B | 12.9 | 23 | 1004 | 1530 | 708 | 186 | 766 | 116 | 249 | 295 | 356 | 433 | 567 | 113 | 232 | 239 | 266 | 296 | 113 | 53 | 84 | 64 |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC MAGAZINE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 12.9 | 24 | 1004 | 1507 | 703 | 191 | 772 | 112^ | 240 | 294 | 357 | 440 | 550 | 113^ | 220 | 220 | 259 | 288 | 109^ | 50^ | 76^ | 58^ |
| 8.30 - 9.00 | | | | A | 13.0 | 22 | 1011 | 1530 | 706 | 173 | 752 | 117^ | 255 | 296 | 354 | 420 | 579 | 114^ | 242 | 254 | 267 | 303 | 111^ | 53^ | 88^ | 67^ |
| NBC MONDAY NIGHT MOVIES | 24 | | 205 | A | 26.8 | 41 | 2085 | 1801 | 848 | 342 | 934 | 322 | 576 | 533 | 447 | 275 | 646 | 236 | 365 | 330 | 284 | 241 | 133 | 62^ | 88^ | 61^ |
| 2 MON. 9.00P 120 NBC FF | | | 99 | B | 19.1 | 29 | 1486 | 1747 | 770 | 308 | 861 | 316 | 508 | 451 | 390 | 274 | 607 | 213 | 358 | 321 | 290 | 204 | 148 | 79 | 131 | 89 |
| 9.00 - 9.30 | | | | A | 24.8 | 36 | 1929 | 1748 | 844 | 324 | 933 | 321 | 556 | 515 | 423 | 294 | 579 | 200 | 304 | 298 | 267 | 234 | 130 | 62^ | 106^ | 69^ |
| 9.30 - 10.00 | | | | A | 27.3 | 40 | 2124 | 1811 | 834 | 350 | 925 | 339 | 572 | 520 | 418 | 273 | 637 | 226 | 353 | 335 | 283 | 241 | 146 | 64^ | 103^ | 74^ |
| 10.00 - 10.30 | | | | A | 27.6 | 43 | 2147 | 1808 | 855 | 352 | 938 | 318 | 586 | 548 | 463 | 271 | 664 | 233 | 378 | 349 | 299 | 246 | 138 | 62^ | 68^ | 48^ |
| 10.30 - 11.00 | | | | A | 27.6 | 45 | 2147 | 1822 | 859 | 337 | 938 | 310 | 585 | 544 | 477 | 266 | 696 | 275 | 417 | 330 | 288 | 248 | 114 | 57^ | 74^ | 54^ |
| NBC NEWS UPDATE-M-F | 147 | 176 | 178 | A | 13.5 | 23 | 1050 | 1771 | 769 | 287 | 840 | 229 | 376 | 367 | 358 | 379 | 622 | 183 | 308 | 275 | 288 | 264 | 122 | 71 | 187 | 125 |
| M-F 8.58P 1 NBC N | | 92 | 93 | B | 16.7 | 26 | 1299 | 1884 | 738 | 270 | 807 | 258 | 424 | 383 | 358 | 315 | 644 | 203 | 346 | 322 | 307 | 243 | 151 | 70 | 282 | 186 |
| NBC NEWS UPDATE-SAT. | 30 | 177 | 177 | A | 10.4 | 20 | 809 | 2094 | 773 | 213 | 855 | 226 | 400 | 371 | 354 | 396 | 808 | 289 | 441 | 322 | 335 | 302 | 105^ | 38^ | 326 | 201 |
| SAT. 8.58P 1 NBC N | | 94 | 93 | B | 13.2 | 22 | 1027 | 1960 | 771 | 273 | 839 | 220 | 406 | 398 | 410 | 356 | 739 | 213 | 382 | 374 | 377 | 279 | 132 | 51 | 250 | 160 |
| NBC NEWS UPDATE-SUN. | 30 | 181 | 182 | A | 17.7 | 29 | 1377 | 2242 | 781 | 320 | 854 | 323 | 493 | 440 | 338 | 280 | 730 | 282 | 448 | 399 | 330 | 228 | 241 | 88 | 417 | 298 |
| SUN. 8.58P 1 NBC N | | 95 | 94 | B | 19.3 | 28 | 1502 | 2121 | 692 | 297 | 770 | 304 | 495 | 431 | 343 | 216 | 787 | 316 | 521 | 460 | 377 | 202 | 215 | 87 | 349 | 241 |
| NBC NEWS UPDATE-2-M-F | 21 | 182 | 184 | A | 15.5 | 25 | 1206 | 1781 | 792 | 305 | 857 | 289 | 486 | 443 | 381 | 287 | 644 | 208 | 352 | 326 | 292 | 238 | 134 | 61 | 146 | 103 |
| 1 TUE. 10.28P 1 NBC N | | 89 | 92 | B | 13.5 | 21 | 1050 | 1801 | 756 | 296 | 832 | 268 | 461 | 412 | 384 | 299 | 651 | 218 | 359 | 328 | 305 | 236 | 155 | 69 | 163 | 118 |
| 1 THU. 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 9.56P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 W & F 9.58P 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-2-SAT. | 5 | 185 | | A | 8.9 | 16 | 692 | 1723 | 530 | 203^ | 567 | 150^ | 283^ | 262^ | 267^ | 253^ | 705 | 243^ | 377 | 310^ | 319^ | 288^ | 145^ | 45v | 306^ | 203^ |
| 1 SAT. 9.58P 1 NBC N | | 91 | | B | 10.0 | 17 | 778 | 1861 | 639 | 249 | 681 | 242 | 398 | 352 | 324 | 225 | 812 | 328 | 495 | 429 | 378 | 239 | 153 | 47 | 215 | 165 |
| NBC NEWS UPDATE-2-SUN. | 4 | | 191 | A | 16.0 | 26 | 1245 | 1770 | 813 | 229 | 894 | 200 | 364 | 381 | 370 | 432 | 679 | 258 | 375 | 273 | 313 | 240 | 167^ | 52^ | 30v | 30v |
| 2 SUN. 10.02P 1 NBC N | | | 92 | B | 14.7 | 22 | 1144 | 1997 | 723 | 306 | 795 | 358 | 522 | 450 | 293 | 213 | 769 | 377 | 561 | 439 | 318 | 152 | 200 | 66 | 233 | 193 |
| NBC NIGHTLY NEWS-SAT. | 27 | 157 | 156 | A | 7.9 | 19 | 615 | 1579 | 727 | 187^ | 785 | 136^ | 258 | 273 | 320 | 464 | 667 | 105^ | 240 | 248 | 344 | 368 | 71^ | 13v | 56^ | 22v |
| SAT. 6.30P 30 NBC N | | 85 | 86 | B | 9.3 | 18 | 724 | 1671 | 705 | 222 | 776 | 176 | 298 | 283 | 337 | 406 | 705 | 147 | 286 | 317 | 353 | 339 | 80 | 32 | 110 | 66 |
| NBC NIGHTLY NEWS-SUN. | 21 | 158 | 159 | A | 6.6 | 15 | 513 | 1840 | 809 | 269 | 822 | 138^ | 303 | 335 | 366 | 436 | 791 | 167^ | 333 | 327 | 357 | 403 | 115^ | 89^ | 112^ | 60^ |
| SUN. 6.30P 30 NBC N | | 84 | 84 | B | 8.2 | 15 | 638 | 1713 | 705 | 241 | 764 | 188 | 317 | 338 | 360 | 351 | 741 | 183 | 327 | 339 | 377 | 334 | 66 | 28 | 142 | 80 |
| NBC NIGHTLY NEWS | 147 | 206 | 208 | A | 10.4 | 22 | 809 | 1546 | 681 | 246 | 759 | 144 | 252 | 270 | 343 | 428 | 649 | 146 | 259 | 226 | 293 | 362 | 52^ | 28^ | 86 | 51^ |
| M-F 6.30P 30 NBC N | | 98 | 99 | B | 13.0 | 23 | 1011 | 1611 | 712 | 236 | 776 | 174 | 311 | 301 | 359 | 401 | 666 | 157 | 282 | 277 | 307 | 334 | 65 | 33 | 104 | 67 |
| NBC THURSDAY NIGHT MOVIES | 22 | | 196 | A | 12.4 | 20 | 965 | 1442 | 846 | 213^ | 879 | 148^ | 393 | 415 | 498 | 411 | 467 | 88^ | 188^ | 201^ | 258 | 224^ | 47v | 47v | 49v | 37v |
| 2 THU. 9.00P 120 NBC FF | | | 97 | B | 16.9 | 27 | 1315 | 1778 | 728 | 274 | 805 | 293 | 492 | 435 | 384 | 240 | 679 | 249 | 416 | 382 | 331 | 201 | 159 | 77 | 135 | 96 |
| 9.00 - 9.30 | | | | A | 13.9 | 22 | 1081 | 1402 | 824 | 211^ | 858 | 135^ | 352 | 394 | 500 | 431 | 431 | 68^ | 146^ | 163^ | 217^ | 241 | 52v | 52v | 61^ | 49v |
| 9.30 - 10.00 | | | | A | 13.7 | 22 | 1066 | 1492 | 869 | 201^ | 900 | 127^ | 388 | 421 | 530 | 434 | 485 | 60^ | 176^ | 197^ | 271 | 255 | 57^ | 57^ | 50v | 43v |
| 10.00 - 10.30 | | | | A | 11.6 | 19 | 902 | 1430 | 835 | 233^ | 867 | 157^ | 411 | 423 | 481 | 382 | 476 | 107^ | 207^ | 219^ | 280 | 203^ | 39v | 39v | 48v | 35v |
| 10.30 - 11.00 | | | | A | 10.4 | 18 | 809 | 1438 | 862 | 208^ | 896 | 180^ | 433 | 422 | 474 | 390 | 483 | 125^ | 233^ | 228^ | 269^ | 195^ | 32v | 32v | 27v | 15v |
| NERO WOLFE | 1 | | 192 | A | 10.6 | 18 | 825 | 1655 | 833 | 258^ | 869 | 225^ | 435 | 515 | 415 | 300 | 748 | 269^ | 458 | 413 | 311 | 254^ | 29v | 29v | 9v | LT |
| 2 TUE. 10.00P 60 NBC PD | | | 97 | B | 10.6 | 18 | 825 | 1655 | 833 | 258 | 869 | 225 | 435 | 515 | 415 | 300 | 748 | 269 | 458 | 413 | 311 | 254 | 29 | 29 | 9 | LT |
| 10.00 - 10.30 | | | | A | 10.8 | 18 | 840 | 1664 | 807 | 269^ | 865 | 234^ | 446 | 503 | 396 | 294 | 756 | 296 | 483 | 431 | 306 | 235^ | 29v | 29v | 14v | 9v |
| 10.30 - 11.00 | | | | A | 10.4 | 18 | 809 | 1633 | 856 | 245^ | 869 | 214^ | 422 | 524 | 431 | 307 | 736 | 238^ | 426 | 394 | 314 | 275^ | 28v | 28v | LT | LT |
| NEWSBREAK-M-F | 126 | 173 | 173 | A | 13.7 | 23 | 1066 | 1945 | 686 | 285 | 763 | 255 | 426 | 374 | 341 | 278 | 624 | 229 | 350 | 319 | 284 | 224 | 150 | 74 | 408 | 256 |
| 1 MTUTH 8.58P 1 CBS N | | 92 | 91 | B | 16.3 | 25 | 1268 | 1946 | 708 | 277 | 794 | 267 | 438 | 395 | 356 | 290 | 622 | 210 | 352 | 326 | 303 | 218 | 174 | 86 | 356 | 229 |
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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 1 WED. | 9.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 FRI. | 8.57P | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M & W | 8.57P | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 TUTHF | 8.58P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SAT. | | | | | 26 | 176 | 177 | A | 10.5 | 20 | 817 | 1994 | 639 | 247 | 760 | 303 | 501 | 400 | 321 | 204 | 710 | 242 | 437 | 389 | 378 | 207 | 305 | 130^ | 219 | 155 |
| 1 SAT. | 9.04P | 1 | CBS | N | | 94 | 93 | B | 12.9 | 21 | 1004 | 1900 | 720 | 271 | 798 | 272 | 437 | 401 | 362 | 289 | 654 | 247 | 380 | 354 | 296 | 215 | 162 | 69 | 286 | 191 |
| 2 SAT. | 9.10P | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-SUN. | | | | | 26 | 179 | 178 | A | 14.0 | 23 | 1089 | 1973 | 773 | 361 | 858 | 254 | 446 | 391 | 375 | 363 | 608 | 174 | 280 | 248 | 294 | 304 | 253 | 137 | 254 | 183 |
| SUN. | 8.58P | 1 | CBS | N | | 95 | 94 | B | 20.5 | 30 | 1595 | 1888 | 789 | 320 | 881 | 266 | 455 | 404 | 406 | 356 | 625 | 187 | 313 | 289 | 292 | 263 | 177 | 99 | 205 | 147 |
| NURSE | | | | | 5 | 195 | 198 | A | 19.4 | 32 | 1509 | 1577 | 788 | 255 | 898 | 349 | 540 | 476 | 403 | 291 | 464 | 147 | 252 | 234 | 235 | 167 | 129 | 76^ | 86 | 61^ |
| THU. | 10.00P | 60 | CBS | GD | | 99 | 99 | B | 18.2 | 31 | 1416 | 1560 | 797 | 256 | 902 | 321 | 521 | 468 | 423 | 311 | 469 | 157 | 273 | 248 | 233 | 160 | 105 | 66 | 84 | 65 |
| 10.00 - 10.30 | | | | | | | | A | 19.1 | 31 | 1486 | 1587 | 792 | 270 | 900 | 348 | 545 | 479 | 405 | 290 | 460 | 138 | 249 | 232 | 240 | 166 | 132 | 81 | 95 | 68^ |
| 10.30 - 11.00 | | | | | | | | A | 19.8 | 33 | 1540 | 1550 | 778 | 236 | 885 | 346 | 530 | 468 | 400 | 285 | 464 | 154 | 254 | 231 | 227 | 169 | 126 | 70^ | 75^ | 54^ |
| ONE DAY AT A TIME | | | | | 20 | 197 | 197 | A | 15.3 | 25 | 1190 | 1939 | 774 | 365 | 865 | 264 | 437 | 376 | 363 | 376 | 636 | 185 | 291 | 258 | 294 | 319 | 184 | 103 | 254 | 158 |
| SUN. | 8.30P | 30 | CBS | CS | | 99 | 99 | B | 21.4 | 31 | 1665 | 1841 | 784 | 318 | 873 | 249 | 416 | 381 | 394 | 383 | 628 | 171 | 298 | 285 | 299 | 280 | 149 | 87 | 191 | 132 |
| PALMERSTOWN | | | | | 6 | | 182 | A | 12.5 | 22 | 973 | 1649 | 803 | 225^ | 877 | 194^ | 315 | 323 | 320 | 462 | 562 | 84^ | 183^ | 245 | 242^ | 304 | 82^ | 27v | 128^ | 87^ |
| 2 TUE. | 8.00P | 60 | CBS | GD | | | 97 | B | 13.8 | 22 | 1074 | 1824 | 778 | 269 | 895 | 211 | 375 | 360 | 376 | 430 | 611 | 153 | 263 | 281 | 274 | 284 | 114 | 63 | 204 | 127 |
| 8.00 - 8.30 | | | | | | | | A | 12.0 | 22 | 934 | 1641 | 821 | 233^ | 898 | 207^ | 325 | 316 | 312 | 473 | 545 | 81^ | 182^ | 235^ | 237^ | 292 | 87^ | 23v | 111^ | 70^ |
| 8.30 - 9.00 | | | | | | | | A | 13.0 | 22 | 1011 | 1649 | 784 | 216^ | 854 | 183^ | 305 | 328 | 326 | 449 | 575 | 87^ | 183^ | 252 | 244 | 313 | 75^ | 29v | 145^ | 103^ |
| PARK PLACE | | | | | 3 | 193 | | A | 12.4 | 21 | 965 | 1751 | 743 | 342 | 819 | 194^ | 392 | 395 | 452 | 366 | 613 | 214^ | 310 | 320 | 310 | 226^ | 50v | 27v | 269 | 201^ |
| 1 THU. | 8.30P | 30 | CBS | CS | | 99 | | B | 15.2 | 26 | 1183 | 1597 | 723 | 260 | 821 | 182 | 354 | 332 | 397 | 408 | 521 | 138 | 235 | 238 | 273 | 240 | 56 | 28 | 199 | 130 |
| PEOPLE VS JEAN HARRIS(S) | | | | | | | 195 | A | 10.8 | 19 | 840 | 1644 | 750 | 212^ | 791 | 175^ | 273^ | 344 | 320 | 376 | 721 | 146^ | 282 | 306 | 357 | 338 | 55v | LT | 77^ | 37v |
| 2 FRI. | 9.00P | 60 | NBC | GD | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | | | | | A | 10.1 | 18 | 786 | 1625 | 776 | 200^ | 821 | 213^ | 299^ | 333 | 303 | 385 | 679 | 127^ | 250^ | 274^ | 333 | 338 | 31v | LT | 94^ | 47v |
| 9.30 - 10.00 | | | | | | | | A | 11.4 | 19 | 887 | 1663 | 734 | 224^ | 772 | 142^ | 252^ | 356 | 341 | 372 | 758 | 161^ | 309 | 334 | 378 | 341 | 75^ | LT | 58v | 26v |
| PERRY COMO SPECIAL(S) | | | | | | | 201 | A | 12.0 | 21 | 934 | 1870 | 817 | 328 | 907 | 212^ | 343 | 424 | 417 | 419 | 664 | 193^ | 326 | 267 | 310 | 290 | 131^ | 131^ | 168^ | 119^ |
| 2 SUN. | 8.00P | 60 | ABC | GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | | | | | A | 11.5 | 21 | 895 | 1804 | 791 | 333 | 880 | 207^ | 331 | 395 | 402 | 419 | 604 | 148^ | 271 | 245^ | 301 | 285 | 120^ | 120^ | 200^ | 128^ |
| 8.30 - 9.00 | | | | | | | | A | 12.5 | 21 | 973 | 1919 | 837 | 320 | 924 | 211^ | 347 | 451 | 429 | 416 | 714 | 235^ | 373 | 284 | 314 | 291 | 143^ | 143^ | 138^ | 109^ |
| PINK AT FIRST SIGHT(S) | | | | | | | 192 | A | 9.5 | 18 | 739 | 2307 | 744 | 314^ | 819 | 408 | 583 | 528 | 284^ | 183^ | 606 | 318^ | 461 | 330 | 185^ | 145^ | 123^ | 54v | 759 | 433 |
| 2 SUN. | 7.30P | 30 | ABC | EA | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| PRIVATE BENJAMIN | | | | | 3 | 187 | | A | 17.8 | 33 | 1385 | 2101 | 740 | 314 | 853 | 296 | 479 | 420 | 412 | 324 | 672 | 225 | 395 | 320 | 365 | 237 | 259 | 133^ | 317 | 243 |
| 1 MON. | 8.00P | 30 | CBS | CS | | 97 | | B | 21.9 | 36 | 1704 | 1971 | 700 | 315 | 808 | 280 | 465 | 439 | 368 | 284 | 606 | 225 | 373 | 321 | 292 | 194 | 213 | 105 | 344 | 236 |
| PUFF THE MAGIC DRAGON(S) | | | | | | 191 | | A | 16.2 | 27 | 1260 | 1875 | 582 | 300 | 707 | 392 | 523 | 412 | 227 | 143^ | 424 | 199 | 291 | 329 | 154^ | 95^ | 88^ | 23v | 656 | 292 |
| 1 TUE. | 8.30P | 30 | CBS | EA | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| QUINCY, M.E. | | | | | 21 | 207 | 211 | A | 17.6 | 30 | 1369 | 1719 | 779 | 314 | 856 | 364 | 552 | 498 | 363 | 222 | 585 | 248 | 392 | 334 | 251 | 172 | 150 | 54^ | 128 | 97 |
| WED. | 10.00P | 60 | NBC | OP | | 99 | 99 | B | 18.2 | 30 | 1416 | 1688 | 772 | 292 | 831 | 309 | 507 | 467 | 382 | 252 | 611 | 233 | 381 | 341 | 271 | 193 | 154 | 78 | 92 | 74 |
| 10.00 - 10.30 | | | | | | | | A | 17.4 | 29 | 1354 | 1775 | 789 | 317 | 870 | 375 | 567 | 505 | 364 | 224 | 582 | 243 | 396 | 332 | 252 | 170 | 158 | 57^ | 165 | 124 |
| 10.30 - 11.00 | | | | | | | | A | 17.8 | 30 | 1385 | 1649 | 769 | 309 | 840 | 353 | 535 | 487 | 360 | 221 | 583 | 250 | 387 | 336 | 248 | 171 | 137 | 48^ | 89 | 69^ |
| REAL PEOPLE | | | | | 31 | 210 | 215 | A | 17.3 | 29 | 1346 | 1839 | 786 | 262 | 857 | 213 | 364 | 349 | 372 | 420 | 672 | 197 | 324 | 252 | 287 | 311 | 149 | 89^ | 161 | 110 |
| WED. | 8.00P | 60 | NBC | PV | | 99 | 99 | B | 21.3 | 33 | 1657 | 1846 | 734 | 272 | 805 | 223 | 386 | 364 | 373 | 340 | 685 | 200 | 349 | 328 | 323 | 277 | 155 | 67 | 201 | 132 |
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KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| REAL PEOPLE-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 16.4 | 29 | 1276 | 1832 | 775 | 249 | 846 | 196 | 341 | 346 | 368 | 427 | 676 | 191 | 319 | 251 | 297 | 317 | 149 | 83^ | 161 | 109 |
| 8.30 - 9.00 | | | | A | 18.3 | 30 | 1424 | 1825 | 788 | 270 | 857 | 228 | 383 | 351 | 370 | 406 | 661 | 203 | 325 | 248 | 272 | 303 | 147 | 92 | 160 | 109 |
| RIPLEY'S BELIEVE IT-NOT(S) | | 204 | | A | 19.5 | 33 | 1517 | 1971 | 719 | 341 | 808 | 306 | 505 | 460 | 390 | 220 | 723 | 307 | 475 | 406 | 331 | 191 | 186 | 77^ | 254 | 177 |
| 1 SUN. 8.00P 60 ABC U | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8.00 - 8.30 | | | | A | 18.6 | 33 | 1447 | 1925 | 716 | 332 | 800 | 288 | 492 | 456 | 397 | 223 | 699 | 291 | 455 | 396 | 323 | 187 | 180 | 76^ | 246 | 171 |
| 8.30 - 9.00 | | | | A | 20.4 | 33 | 1587 | 2005 | 721 | 348 | 812 | 320 | 513 | 463 | 383 | 217 | 744 | 323 | 493 | 415 | 333 | 195 | 189 | 77^ | 260 | 184 |
| 60 MINUTES | 32 | 203 | 204 | A | 21.7 | 42 | 1688 | 1714 | 761 | 310 | 818 | 180 | 348 | 370 | 388 | 398 | 787 | 205 | 368 | 368 | 376 | 352 | 62^ | 12v | 47^ | 25^ |
| SUN. 7.00P 60 CBS DN | | 99 | 99 | B | 26.7 | 42 | 2077 | 1755 | 750 | 294 | 823 | 204 | 363 | 358 | 388 | 384 | 765 | 216 | 377 | 367 | 370 | 316 | 85 | 39 | 82 | 56 |
| 7.00 - 7.30 | | | | A | 20.9 | 42 | 1626 | 1689 | 751 | 290 | 803 | 176 | 340 | 362 | 378 | 392 | 781 | 210 | 368 | 368 | 370 | 345 | 62^ | 17v | 43^ | 21^ |
| 7.30 - 8.00 | | | | A | 22.5 | 42 | 1751 | 1730 | 766 | 326 | 827 | 184 | 353 | 376 | 393 | 399 | 787 | 200 | 365 | 368 | 379 | 355 | 63^ | 7v | 53^ | 29^ |
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| 2 MON. 9.00P 120 ABC GV | | | 99 | | | | | | | | | | | | | | | | | | | | | | | |
| 9.00 - 9.30 | | | | A | 13.5 | 20 | 1050 | 1498 | 705 | 352 | 758 | 268 | 422 | 408 | 405 | 250 | 589 | 234 | 343 | 280 | 289 | 182^ | 68^ | 38v | 83^ | 76^ |
| 9.30 - 10.00 | | | | A | 14.2 | 21 | 1105 | 1518 | 687 | 335 | 741 | 296 | 421 | 360 | 330 | 244 | 612 | 282 | 361 | 276 | 255 | 180^ | 87^ | 64^ | 78^ | 63^ |
| 10.00 - 10.30 | | | | A | 12.4 | 19 | 965 | 1404 | 617 | 307 | 704 | 263 | 357 | 344 | 313 | 270 | 563 | 209^ | 352 | 300 | 286 | 169^ | 100^ | 72^ | 37v | 37v |
| 10.30 - 11.00 | | | | A | 11.6 | 19 | 902 | 1418 | 632 | 333 | 725 | 281 | 389 | 345 | 311 | 268 | 556 | 236^ | 363 | 279 | 252^ | 159^ | 112^ | 74^ | 25v | 25v |
| TAKE ONE(S) | | 198 | | A | 14.1 | 26 | 1097 | 1671 | 828 | 366 | 913 | 248 | 395 | 379 | 386 | 438 | 555 | 147^ | 254 | 234 | 274 | 264 | 85^ | 42v | 118^ | 85^ |
| 1 FRI. 8.30P 30 NBC CV | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| TAXI | 13 | 200 | 201 | A | 16.9 | 27 | 1315 | 1635 | 707 | 327 | 763 | 349 | 546 | 448 | 326 | 160 | 616 | 311 | 420 | 348 | 248 | 132 | 158 | 86^ | 98 | 50^ |
| THU. 9.30P 30 ABC CS | | 99 | 99 | B | 17.2 | 27 | 1338 | 1676 | 701 | 310 | 755 | 327 | 513 | 451 | 330 | 173 | 622 | 302 | 426 | 367 | 246 | 146 | 167 | 94 | 132 | 88 |
| THAT'S INCREDIBLE | 28 | 196 | 203 | A | 15.3 | 26 | 1190 | 1676 | 672 | 245 | 701 | 223 | 389 | 354 | 340 | 258 | 608 | 189 | 295 | 260 | 290 | 271 | 116 | 49^ | 251 | 207 |
| MON. 8.00P 60 ABC PV | | 96 | 99 | B | 20.1 | 30 | 1564 | 1906 | 664 | 273 | 719 | 252 | 425 | 393 | 343 | 227 | 716 | 267 | 425 | 384 | 325 | 226 | 170 | 69 | 301 | 211 |
| 8.00 - 8.30 | | | | A | 14.5 | 26 | 1128 | 1651 | 679 | 246 | 715 | 211 | 384 | 353 | 358 | 271 | 604 | 190 | 282 | 243 | 287 | 277 | 113 | 42^ | 219 | 175 |
| 8.30 - 9.00 | | | | A | 16.3 | 27 | 1268 | 1671 | 655 | 237 | 677 | 233 | 386 | 349 | 319 | 241 | 602 | 184 | 299 | 268 | 291 | 264 | 117 | 52^ | 275 | 235 |
| THOSE AMAZING ANIMALS | 25 | 191 | | A | 9.7 | 19 | 755 | 1922 | 777 | 290^ | 840 | 315 | 453 | 419 | 331 | 306^ | 669 | 221^ | 348 | 352 | 341 | 265^ | 123^ | 91^ | 290^ | 163^ |
| 1 SUN. 7.00P 60 ABC PV | | 96 | | B | 13.5 | 21 | 1050 | 2103 | 724 | 274 | 801 | 286 | 469 | 421 | 349 | 265 | 694 | 254 | 414 | 389 | 328 | 219 | 203 | 106 | 405 | 260 |
| 7.00 - 7.30 | | | | A | 8.8 | 18 | 685 | 2020 | 847 | 305^ | 915 | 337^ | 505 | 493 | 360 | 319^ | 652 | 204^ | 345^ | 358 | 337^ | 246^ | 136^ | 120^ | 317^ | 171^ |
| 7.30 - 8.00 | | | | A | 10.5 | 20 | 817 | 1846 | 723 | 277^ | 779 | 297 | 410 | 359 | 305 | 297 | 687 | 238^ | 351 | 344 | 344 | 286^ | 113^ | 69v | 267^ | 155^ |
| THREE'S COMPANY | 23 | 206 | 208 | A | 18.8 | 30 | 1463 | 1772 | 763 | 322 | 843 | 334 | 501 | 415 | 341 | 273 | 526 | 221 | 315 | 245 | 223 | 168 | 159 | 102 | 244 | 171 |
| 1 TUE. 9.30P 30 ABC CS | | 99 | 99 | B | 22.1 | 33 | 1719 | 1842 | 725 | 310 | 801 | 331 | 508 | 429 | 343 | 236 | 584 | 247 | 369 | 319 | 247 | 169 | 203 | 113 | 254 | 176 |
| 2 TUE. 9.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOO CLOSE FOR COMFORT | 20 | | 208 | A | 19.3 | 30 | 1502 | 1724 | 836 | 348 | 905 | 387 | 556 | 446 | 328 | 290 | 512 | 237 | 322 | 229 | 240 | 149^ | 151^ | 113^ | 156^ | 99^ |
| 2 TUE. 9.30P 30 ABC CS | | | 99 | B | 20.8 | 31 | 1618 | 1746 | 728 | 304 | 801 | 319 | 504 | 432 | 355 | 237 | 583 | 246 | 369 | 323 | 248 | 169 | 191 | 109 | 171 | 118 |
| TRAPPER JOHN, M.D. | 19 | 194 | 194 | A | 18.0 | 30 | 1400 | 1642 | 826 | 363 | 874 | 279 | 509 | 484 | 409 | 301 | 552 | 189 | 294 | 272 | 256 | 214 | 138 | 99 | 78^ | 68^ |
| SUN. 10.00P 60 CBS GD | | 99 | 99 | B | 20.4 | 33 | 1587 | 1661 | 802 | 320 | 872 | 274 | 466 | 435 | 395 | 333 | 558 | 174 | 287 | 269 | 260 | 226 | 150 | 89 | 81 | 59 |
| 10.00 - 10.30 | | | | A | 17.8 | 29 | 1385 | 1660 | 823 | 367 | 875 | 273 | 512 | 483 | 420 | 300 | 538 | 178 | 276 | 261 | 255 | 216 | 158 | 103 | 89 | 68^ |
| 10.30 - 11.00 | | | | A | 18.1 | 31 | 1408 | 1625 | 830 | 358 | 875 | 285 | 507 | 487 | 401 | 303 | 564 | 199 | 312 | 286 | 258 | 209 | 118 | 96 | 68^ | 68^ |
| 20/20 | 27 | 200 | 200 | A | 16.9 | 28 | 1315 | 1636 | 730 | 315 | 792 | 322 | 522 | 453 | 350 | 198 | 711 | 305 | 463 | 420 | 311 | 184 | 98 | 43^ | 35^ | 19v |
| THU. 10.00P 60 ABC DN | | 99 | 99 | B | 17.2 | 29 | 1338 | 1623 | 713 | 261 | 775 | 289 | 482 | 429 | 361 | 229 | 687 | 275 | 434 | 385 | 310 | 201 | 108 | 52 | 53 | 38 |
| 10.00 - 10.30 | | | | A | 17.4 | 28 | 1354 | 1625 | 720 | 316 | 778 | 315 | 515 | 445 | 346 | 193 | 705 | 312 | 462 | 419 | 298 | 182 | 103 | 51^ | 39^ | 21v |
| 10.30 - 11.00 | | | | A | 16.4 | 28 | 1276 | 1639 | 735 | 310 | 801 | 329 | 526 | 460 | 349 | 200 | 713 | 298 | 460 | 421 | 321 | 184 | 93^ | 35^ | 32^ | 16v |
| TWO OF US | 3 | 184 | | A | 17.3 | 30 | 1346 | 1960 | 728 | 338 | 821 | 284 | 486 | 432 | 423 | 276 | 604 | 180 | 347 | 312 | 353 | 218 | 236 | 85^ | 299 | 213 |
| 1 MON. 8.30P 30 CBS CS | | 97 | | B | 20.3 | 32 | 1579 | 1885 | 709 | 312 | 801 | 279 | 468 | 432 | 375 | 273 | 598 | 226 | 377 | 336 | 296 | 181 | 204 | 104 | 282 | 218 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| VEGA$ | 21 | 194 | 196 | A | 15.6 | 26 | 1214 | 1766 | 800 | 304 | 860 | 333 | 533 | 452 | 398 | 262 | 648 | 261 | 410 | 308 | 295 | 194 | 195 | 114 | 63^ | 44^ |
| WED. 10.00P 60 ABC PD | | 98 | 99 | B | 15.4 | 26 | 1198 | 1738 | 733 | 315 | 820 | 346 | 520 | 431 | 346 | 233 | 644 | 279 | 396 | 323 | 270 | 198 | 182 | 103 | 92 | 66 |
| 10.00 - 10.30 | | | | A | 15.5 | 26 | 1206 | 1740 | 792 | 302 | 849 | 327 | 524 | 442 | 399 | 262 | 617 | 245 | 384 | 296 | 287 | 189 | 194 | 115 | 80^ | 55^ |
| 10.30 - 11.00 | | | | A | 15.8 | 27 | 1229 | 1770 | 800 | 301 | 860 | 338 | 538 | 458 | 389 | 255 | 666 | 271 | 427 | 319 | 299 | 193 | 197 | 112 | 47^ | 30^ |
| WALKING TALL | 3 | 203 | 199 | A | 11.6 | 21 | 902 | 1779 | 709 | 242 | 747 | 229 | 405 | 363 | 366 | 281 | 752 | 217 | 363 | 390 | 402 | 288 | 106^ | 33v | 174 | 103^ |
| SAT. 10.00P 60 NBC OP | | 99 | 98 | B | 12.1 | 22 | 941 | 1834 | 716 | 268 | 763 | 213 | 415 | 392 | 398 | 284 | 742 | 231 | 377 | 372 | 390 | 271 | 153 | 57 | 176 | 104 |
| 10.00 - 10.30 | | | | A | 10.5 | 19 | 817 | 1789 | 704 | 229 | 743 | 237 | 416 | 365 | 336 | 270 | 737 | 213 | 349 | 376 | 383 | 291 | 100^ | 34v | 209 | 121^ |
| 10.30 - 11.00 | | | | A | 12.7 | 24 | 988 | 1756 | 706 | 250 | 745 | 223 | 397 | 361 | 387 | 285 | 759 | 218 | 371 | 397 | 416 | 285 | 107^ | 30v | 145 | 89^ |
| WALTONS | 1 | | 194 | A | 13.9 | 25 | 1081 | 1861 | 896 | 332 | 930 | 210^ | 385 | 359 | 363 | 495 | 693 | 196^ | 313 | 292 | 314 | 330 | 75^ | 64^ | 163^ | 87^ |
| 2 THU. 8.00P 60 CBS GD | | | 96 | B | 13.9 | 25 | 1081 | 1861 | 896 | 332 | 930 | 210 | 385 | 359 | 363 | 495 | 693 | 196 | 313 | 292 | 314 | 330 | 75 | 64 | 163 | 87 |
| 8.00 - 8.30 | | | | A | 12.6 | 23 | 980 | 1843 | 898 | 326 | 933 | 199^ | 372 | 357 | 358 | 511 | 695 | 190^ | 313 | 289 | 326 | 336 | 63^ | 63^ | 152^ | 73^ |
| 8.30 - 9.00 | | | | A | 15.3 | 26 | 1190 | 1858 | 888 | 333 | 921 | 217 | 392 | 357 | 362 | 479 | 682 | 199^ | 308 | 290 | 301 | 322 | 83^ | 64^ | 172^ | 98^ |
| WKRP IN CINCINNATI | 25 | 196 | 197 | A | 10.0 | 21 | 778 | 2134 | 763 | 350 | 805 | 275 | 469 | 388 | 348 | 291 | 648 | 237 | 388 | 359 | 283 | 232 | 255 | 152^ | 416 | 273 |
| SAT. 8.00P 30 CBS CS | | 99 | 99 | B | 16.3 | 28 | 1268 | 1914 | 729 | 286 | 798 | 289 | 448 | 406 | 350 | 281 | 656 | 254 | 396 | 379 | 299 | 201 | 173 | 75 | 287 | 181 |
| •LATE FRINGE | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE | 69 | 192 | 190 | A | 7.2 | 21 | 560 | 1370 | 610 | 221 | 653 | 195 | 352 | 364 | 373 | 218 | 640 | 202 | 335 | 297 | 309 | 241 | 61^ | 27v | 16v | 13v |
| 1 M & W 11.30P 30 ABC N | | 98 | 97 | B | 7.7 | 24 | 599 | 1376 | 596 | 207 | 644 | 181 | 340 | 344 | 359 | 231 | 669 | 226 | 371 | 347 | 336 | 227 | 51 | 18 | 12 | LT |
| 1 TUE. 11.32P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 11.30P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE-FRI(B) | | 190 | | A | 3.7 | 15 | 288 | 927 | 334^ | 42v | 334^ | 90v | 135v | 135v | 129v | 199v | 389^ | 122v | 201v | 222^ | 149v | 118v | 100v | 21v | 104v | 104v |
| 1 FRI. 12.40A 30 ABC N | | 95 | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND REPORT-SAT. | 29 | 173 | 173 | A | 7.3 | 15 | 568 | 1602 | 579 | 438 | 780 | 355 | 507 | 380 | 337 | 202^ | 649 | 232 | 393 | 353 | 322 | 184^ | 47v | 25v | 126^ | 104^ |
| SAT. 11.00P 15 ABC N | | 93 | 93 | B | 8.0 | 17 | 622 | 1495 | 636 | 269 | 705 | 263 | 441 | 400 | 351 | 207 | 600 | 228 | 371 | 329 | 290 | 183 | 107 | 56 | 83 | 67 |
| ABC WEEKEND REPORT-SUN. | 30 | 173 | 171 | A | 4.2 | 10 | 327 | 1413 | 569 | 126^ | 605 | 190^ | 263^ | 315^ | 321^ | 210^ | 783 | 402 | 591 | 455 | 333^ | 150^ | LT | LT | 25v | LT |
| SUN. 11.15P 15 ABC N | | 93 | 93 | B | 5.3 | 13 | 412 | 1444 | 614 | 240 | 659 | 234 | 402 | 379 | 357 | 179 | 672 | 282 | 432 | 399 | 320 | 172 | 82 | 35 | 31 | 25 |
| CBS SUNDAY NEWS-BRADLEY | 32 | 131 | 131 | A | 7.0 | 14 | 545 | 1321 | 647 | 309 | 678 | 216^ | 348 | 339 | 301 | 300 | 594 | 163^ | 328 | 315 | 307 | 239 | 49v | LT | LT | LT |
| SUN. 11.00P 15 CBS N | | 71 | 71 | B | 8.1 | 17 | 630 | 1468 | 717 | 250 | 788 | 214 | 383 | 380 | 413 | 329 | 593 | 183 | 306 | 280 | 302 | 244 | 60 | 33 | 27 | 16 |
| CHARLIE'S ANGELS-12.00 | 16 | 177 | 175 | A | 3.9 | 18 | 303 | 1099 | 682 | 273^ | 729 | 313^ | 396^ | 352^ | 343^ | 228^ | 212^ | 89v | 89v | 19v | 63v | 123^ | 158^ | 142^ | LT | LT |
| 1 THU. 12.00M 67 ABC PD | | 95 | 94 | B | 4.1 | 19 | 319 | 1064 | 486 | 176 | 536 | 218 | 297 | 271 | 261 | 169 | 430 | 157 | 251 | 224 | 209 | 150 | 86 | 57 | LT | LT |
| 2 THU. 12.00M 68 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 4.1 | 17 | 319 | 1257 | 752 | 320^ | 809 | 394 | 461 | 323^ | 352^ | 241^ | 266^ | 99^ | 99^ | 31v | 69v | 167^ | 182^ | 163^ | LT | LT |
| 12.30 - 1.00 | | | | A | 3.9 | 20 | 303 | 1056 | 670 | 245^ | 716 | 281^ | 370^ | 386^ | 337^ | 250^ | 175^ | 79v | 79v | LT | 66v | 96v | 165^ | 148^ | LT | LT |
| FANTASY ISLAND-12.00 | 15 | 172 | 171 | A | 2.9 | 14 | 226 | 1062 | 425^ | 275^ | 509^ | 248^ | 297^ | 279^ | 177^ | 137^ | 438^ | 200^ | 257^ | 94v | 141^ | 181^ | 115v | 84v | LT | LT |
| 1 MON. 12.00M 68 ABC A | | 95 | 95 | B | 3.5 | 17 | 272 | 1158 | 490 | 241 | 548 | 222 | 364 | 329 | 274 | 115 | 539 | 278 | 407 | 258 | 208 | 108 | 65 | 38 | LT | LT |
| 2 MON. 12.00M 70 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 3.3 | 13 | 257 | 1202 | 517 | 307^ | 571 | 214^ | 296^ | 311^ | 245^ | 178^ | 498 | 214^ | 253^ | 109v | 159^ | 245^ | 133^ | 86v | LT | LT |
| 12.30 - 1.00 | | | | A | 2.8 | 15 | 218 | 1023 | 368^ | 271^ | 510^ | 322^ | 345^ | 288^ | 138v | 111v | 399^ | 179^ | 252^ | 73v | 138v | 147^ | 114v | 82v | LT | LT |
| FRIDAYS | 4 | | 177 | A | 5.4 | 21 | 420 | 1517 | 402^ | 162^ | 486^ | 227^ | 339^ | 272^ | 219^ | 80v | 569 | 317^ | 452^ | 302^ | 214^ | 45v | 376^ | 223^ | 86v | 86v |
| 2 FRI. 12.00M 71 ABC GV | | | 94 | B | 6.3 | 24 | 490 | 1361 | 462 | 242 | 522 | 263 | 373 | 309 | 204 | 85 | 595 | 344 | 503 | 369 | 231 | 47 | 181 | 86 | 63 | 62 |
| 12.00 - 12.30 | | | | A | 6.3 | 21 | 490 | 1486 | 450^ | 166^ | 511 | 237^ | 364^ | 294^ | 232^ | 88v | 538 | 284^ | 421^ | 291^ | 223^ | 46v | 323^ | 212^ | 114v | 114v |
| 12.30 - 1.00 | | | | A | 4.8 | 20 | 373 | 1552 | 327^ | 148v | 442^ | 216^ | 316^ | 235^ | 189^ | 67v | 606^ | 356^ | 495^ | 318^ | 214^ | 36v | 432^ | 235^ | 72v | 72v |
| FRIDAYS PART 2 | 1 | | 176 | A | 4.2 | 21 | 327 | 1581 | 486^ | 315^ | 547^ | 235^ | 351^ | 311^ | 260^ | 92v | 667^ | 409^ | 556^ | 271^ | 176v | 82v | 355^ | 211^ | LT | LT |
| 2 FRI. 1.11A 9 ABC GV | | | 94 | B | 4.2 | 21 | 327 | 1581 | 486 | 315 | 547 | 235 | 351 | 311 | 260 | 92 | 667 | 409 | 556 | 271 | 176 | 82 | 355 | 211 | LT | LT |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| KENTUCKY DERBY SPECIAL(S) | | 188 | | A | 5.5 | 16 | 428 | 1168 | 390^ | 154^ | 455^ | 201^ | 231^ | 185^ | 196^ | 170^ | 481^ | 147^ | 341^ | 341^ | 231^ | 133v | 160^ | 31v | 72v | 63v |
| 1 FRI. 11.30P 70 ABC SC | | 98 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 6.6 | 18 | 513 | 1384 | 501 | 166^ | 554 | 234^ | 277^ | 256^ | 277^ | 173^ | 530 | 181^ | 368^ | 368^ | 248^ | 162^ | 212^ | 35v | 88v | 70v |
| 12.00 - 12.30 | | | | A | 4.9 | 16 | 381 | 927 | 263^ | 161^ | 360^ | 187^ | 205^ | 108v | 110v | 155v | 397^ | 98v | 303^ | 303^ | 205^ | 94v | 112v | 29v | 58v | 58v |
| LATE MOVIE I | 134 | 160 | 158 | A | 6.9 | 25 | 537 | 1341 | 614 | 260 | 667 | 254 | 463 | 450 | 343 | 140 | 590 | 255 | 410 | 356 | 270 | 140 | 78^ | 31^ | LT | LT |
| MON. 11.30P 71 CBS FF | | 89 | 89 | B | 6.3 | 22 | 490 | 1353 | 621 | 266 | 703 | 278 | 463 | 421 | 353 | 163 | 551 | 226 | 380 | 345 | 282 | 125 | 78 | 38 | 21 | 16 |
| 1 TUE. 12.02A 75 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 11.30P 67 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 11.30P 74 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 11.30P 75 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.9 | 23 | 615 | 1398 | 655 | 278 | 708 | 251 | 476 | 481 | 379 | 162 | 597 | 242 | 393 | 331 | 266 | 165 | 85^ | 42^ | 8v | LT |
| 12.00 - 12.30 | | | | A | 6.7 | 26 | 521 | 1336 | 610 | 269 | 656 | 255 | 462 | 446 | 338 | 124 | 585 | 257 | 406 | 370 | 280 | 125 | 87^ | 27v | LT | LT |
| 12.30 - 1.00 | | | | A | 5.5 | 28 | 428 | 1248 | 529^ | 185^ | 587 | 173^ | 350^ | 435^ | 327^ | 152^ | 661 | 282^ | 499^ | 445^ | 318^ | 162^ | LT | LT | LT | LT |
| LATE MOVIE II | 127 | 161 | 157 | A | 4.8 | 28 | 373 | 1231 | 554 | 249 | 614 | 266 | 450 | 375 | 284 | 121^ | 544 | 263 | 405 | 365 | 251 | 91^ | 70^ | 29v | LT | LT |
| 1 MON. 12.41A 38 CBS FF | | 89 | 88 | B | 4.4 | 26 | 342 | 1280 | 572 | 228 | 632 | 267 | 433 | 380 | 317 | 124 | 554 | 236 | 406 | 364 | 288 | 99 | 80 | 39 | LT | LT |
| 1 TUE. 1.17A 46 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 12.37A 41 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 12.41A 37 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 12.44A 39 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 FRI. 12.45A 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 4.2 | 24 | 327 | 1153 | 417^ | 151v | 472^ | 156v | 291^ | 330^ | 251^ | 142v | 529^ | 296^ | 372^ | 300^ | 181v | 157v | 125v | 30v | 27v | LT |
| 1.00 - 1.30 | | | | A | 4.6 | 25 | 358 | 1372 | 665 | 274^ | 701 | 301^ | 601 | 418 | 400 | 65v | 592 | 278^ | 480 | 514 | 314^ | 26v | 79v | 42v | LT | LT |
| 1.30 - 2.00 | | | | A | 4.9 | 37 | 381 | 811 | 289^ | 113v | 383^ | 224^ | 224^ | 224^ | 51v | 159^ | 428^ | 111v | 318^ | 247^ | 288^ | 110v | LT | LT | LT | LT |
| LOVE BOAT-12.00 | 17 | 178 | 178 | A | 4.8 | 22 | 373 | 1166 | 394 | 121^ | 474 | 168^ | 275^ | 253^ | 241^ | 160^ | 622 | 340 | 466 | 326 | 213^ | 129^ | 70v | 19v | LT | LT |
| WED. 12.00M 68 ABC CS | | 96 | 96 | B | 4.8 | 23 | 373 | 1258 | 494 | 205 | 579 | 230 | 357 | 309 | 273 | 160 | 587 | 266 | 406 | 312 | 258 | 137 | 84 | 52 | LT | LT |
| 12.00 - 12.30 | | | | A | 4.8 | 19 | 373 | 1257 | 430 | 145^ | 510 | 186^ | 282^ | 279^ | 254^ | 169^ | 673 | 367 | 496 | 319^ | 239^ | 148^ | 74v | 18v | LT | LT |
| 12.30 - 1.00 | | | | A | 4.8 | 24 | 373 | 1174 | 375 | 115^ | 455 | 160^ | 280^ | 241^ | 233^ | 156^ | 651 | 380 | 508 | 376 | 199^ | 120^ | 68v | 22v | LT | LT |
| MIDNIGHT SPECIAL | 29 | 187 | | A | 3.1 | 14 | 241 | 1149 | 610^ | 265^ | 676^ | 298^ | 498^ | 361^ | 299^ | 133v | 410^ | 245v | 311^ | 357^ | 137v | 28v | LT | LT | 63v | LT |
| 1 FRI. 12.30A 90 NBC PC | | 93 | | B | 3.5 | 17 | 272 | 1144 | 395 | 182 | 450 | 194 | 299 | 263 | 204 | 110 | 483 | 243 | 375 | 290 | 198 | 89 | 183 | 89 | 28 | 25 |
| 12.30 - 1.00 | | | | A | 4.3 | 16 | 335 | 1391 | 788 | 445^ | 860 | 391^ | 624^ | 393^ | 358^ | 195^ | 531^ | 319^ | 387^ | 445^ | 176v | 36v | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 3.0 | 14 | 233 | 1562 | 747^ | 193v | 863^ | 364^ | 644^ | 550^ | 408^ | 142v | 501^ | 295^ | 398^ | 467^ | 172v | 34v | LT | LT | 198v | LT |
| 1.30 - 2.00 | | | | A | 2.0 | 11 | 156 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| NBA CHAMPIONSHIP GAME 1(S) | | | 191 | A | 5.8 | 26 | 451 | 1463 | 478^ | 198^ | 520^ | 176^ | 426^ | 396^ | 335^ | 46v | 888 | 454^ | 682 | 498^ | 363^ | 136^ | 55v | LT | LT | LT |
| 2 TUE. 11.30P 142 CBS SE | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 8.6 | 25 | 669 | 1401 | 496 | 169^ | 559 | 195^ | 409 | 411 | 338^ | 66v | 752 | 367 | 513 | 353^ | 306^ | 170^ | 90v | 17v | LT | LT |
| 12.00 - 12.30 | | | | A | 6.3 | 24 | 490 | 1561 | 476^ | 195^ | 519 | 174^ | 466^ | 432^ | 345^ | 19v | 961 | 468^ | 746 | 553 | 401^ | 149^ | 81v | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 5.1 | 26 | 397 | 1469 | 481^ | 217^ | 516^ | 181^ | 443^ | 385^ | 335^ | 35v | 904 | 430^ | 750 | 582^ | 423^ | 86v | 49v | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 4.3 | 28 | 335 | 1430 | 454^ | 218^ | 492^ | 164v | 424^ | 368^ | 328^ | 41v | 938 | 525^ | 753 | 546^ | 359^ | 111v | LT | LT | LT | LT |
| 1.30 - 2.00 | | | | A | 4.2 | 33 | 327 | 1505 | 478^ | 242^ | 478^ | 153v | 401^ | 361^ | 325^ | 50v | 1027 | 596^ | 809 | 587^ | 370^ | 135v | LT | LT | LT | LT |
| NBA CHAMPIONSHIP GAME 2(S) | | | 189 | A | 5.2 | 25 | 405 | 1173 | 356^ | 132v | 356^ | 97v | 274^ | 306^ | 237^ | 42v | 817 | 467^ | 718 | 503^ | 328^ | 75v | LT | LT | LT | LT |
| 2 THU. 11.30P 153 CBS SE | | | 98 | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 8.1 | 25 | 630 | 1273 | 497 | 140^ | 497 | 195^ | 348^ | 366^ | 254^ | 106^ | 776 | 388 | 619 | 510 | 344^ | 118^ | LT | LT | LT | LT |
| 12.00 - 12.30 | | | | A | 6.2 | 24 | 482 | 1085 | 258^ | 90v | 258^ | 42v | 158^ | 224^ | 182^ | 34v | 827 | 503 | 698 | 473^ | 324^ | 72v | LT | LT | LT | LT |
| 12.30 - 1.00 | | | | A | 4.6 | 23 | 358 | 1215 | 268^ | 81v | 268^ | 72v | 212^ | 268^ | 196^ | LT | 947 | 533^ | 903 | 590^ | 414^ | 44v | LT | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 3.7 | 25 | 288 | 1236 | 354^ | 202v | 354^ | 55v | 337^ | 337^ | 299^ | 17v | 882 | 514^ | 785^ | 503^ | 313^ | 97v | LT | LT | LT | LT |
| 1.30 - 2.00 | | | | A | 3.6 | 31 | 280 | 1107 | 350^ | 193v | 350^ | 50v | 350^ | 350^ | 300^ | LT | 757^ | 503^ | 757^ | 489^ | 254^ | LT | LT | LT | LT | LT |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBA ON CBS-WED.(S) | | 178 | | A | 5.8 | 29 | 451 | 1492 | 546 | 202^ | 569 | 191^ | 236^ | 182^ | 227^ | 293^ | 784 | 417^ | 597 | 409^ | 305^ | 182^ | 131v | 12v | LT | LT |
| 1 WED. 11.30P 157 CBS SE | | 95 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.1 | 21 | 552 | 1578 | 588 | 198^ | 635 | 172^ | 311^ | 258^ | 294^ | 276^ | 755 | 347^ | 544 | 440 | 330^ | 192^ | 188^ | 30v | LT | LT |
| 12.00 - 12.30 | | | | A | 6.2 | 26 | 482 | 1651 | 604 | 201^ | 604 | 208^ | 267^ | 221^ | 267^ | 289^ | 842 | 467^ | 673 | 472^ | 325^ | 169^ | 176^ | 29v | 29v | LT |
| 12.30 - 1.00 | | | | A | 5.1 | 27 | 397 | 1461 | 512^ | 192^ | 512^ | 196^ | 196^ | 139v | 224^ | 285^ | 794 | 429^ | 615 | 383^ | 304^ | 179^ | 155^ | LT | LT | LT |
| 1.00 - 1.30 | | | | A | 5.2 | 35 | 405 | 1412 | 489^ | 190^ | 489^ | 176^ | 176^ | 128v | 179^ | 277^ | 873 | 541^ | 696 | 363^ | 287^ | 177^ | 31v | LT | 19v | LT |
| 1.30 - 2.00 | | | | A | 5.3 | 47 | 412 | 1345 | 572^ | 252^ | 572^ | 212^ | 212^ | 162^ | 176^ | 315^ | 683 | 331^ | 498^ | 375^ | 293^ | 185^ | 90v | LT | LT | LT |
| NBA ON CBS-FRI.(S) | | 174 | | A | 6.6 | 25 | 513 | 1620 | 406^ | 198^ | 429^ | 197^ | 293^ | 215^ | 188^ | 130^ | 1063 | 656 | 912 | 564 | 366^ | 135^ | 124^ | 30v | LT | LT |
| 1 FRI. 11.30P 156 CBS SE | | 93 | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 8.8 | 24 | 685 | 1704 | 614 | 307^ | 706 | 246^ | 481 | 383 | 381 | 200^ | 875 | 487 | 693 | 426 | 319^ | 146^ | 106^ | 48v | 17v | 17v |
| 12.00 - 12.30 | | | | A | 6.7 | 21 | 521 | 1647 | 473 | 229^ | 473 | 198^ | 356^ | 262^ | 250^ | 117^ | 1049 | 639 | 900 | 559 | 371^ | 121^ | 125^ | 43v | LT | LT |
| 12.30 - 1.00 | | | | A | 6.1 | 23 | 475 | 1659 | 360^ | 154^ | 360^ | 204^ | 225^ | 127^ | 117v | 135^ | 1171 | 767 | 1029 | 569 | 366^ | 142^ | 128^ | 44v | LT | LT |
| 1.00 - 1.30 | | | | A | 6.1 | 29 | 475 | 1558 | 273^ | 116v | 273^ | 175^ | 175^ | 114v | 59v | 98v | 1154 | 715 | 1021 | 644 | 413^ | 133^ | 131^ | LT | LT | LT |
| 1.30 - 2.00 | | | | A | 5.9 | 33 | 459 | 1516 | 226^ | 124v | 226^ | 146^ | 146^ | 99v | 47v | 80v | 1144 | 722 | 1023 | 674 | 398^ | 121v | 146^ | LT | LT | LT |
| NBC LATE NIGHT MOVIE | 24 | 78 | 71 | A | 2.4 | 10 | 187 | 1043 | 450^ | 118v | 450^ | 246^ | 273^ | 277^ | 134v | 113v | 391^ | 209^ | 247^ | 151v | 128v | 144v | 202^ | 112v | LT | LT |
| 1 SUN. 11.30P 93 NBC FF | | 47 | 47 | B | 2.1 | 9 | 163 | 783 | 296 | 99 | 323 | 148 | 191 | 171 | 137 | 101 | 374 | 178 | 266 | 216 | 165 | 83 | 68 | 33 | LT | LT |
| 2 SUN. 11.30P 115 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 2.7 | 8 | 210 | 1262 | 505^ | 158^ | 524^ | 252^ | 333^ | 290^ | 206^ | 138v | 504^ | 256^ | 361^ | 248^ | 185^ | 143v | 234^ | 109v | LT | LT |
| 12.00 - 12.30 | | | | A | 2.6 | 11 | 202 | 1079 | 515^ | 134v | 515^ | 331^ | 331^ | 306^ | 109v | 115v | 376^ | 218^ | 222^ | 118v | 88v | 154^ | 188^ | 119v | LT | LT |
| 12.30 - 1.00 | | | | A | 2.2 | 12 | 171 | 1129 | 456^ | 99v | 456^ | 217^ | 217^ | 316^ | 140v | 140v | 427^ | 228^ | 228^ | 117v | 152v | 199^ | 246^ | 146v | LT | LT |
| 1.00 - 1.30 | | | | A | 1.6 | 12 | 124 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| SATURDAY NIGHT | 29 | 213 | 211 | A | 9.0 | 28 | 700 | 1630 | 579 | 353 | 648 | 366 | 503 | 303 | 255 | 130^ | 684 | 424 | 556 | 416 | 234 | 66^ | 184 | 84^ | 114^ | 89^ |
| 1 SAT. 11.30P 81 NBC GV | | 99 | 99 | B | 9.7 | 29 | 755 | 1557 | 513 | 253 | 581 | 307 | 442 | 335 | 229 | 104 | 641 | 384 | 520 | 411 | 229 | 73 | 262 | 128 | 73 | 62 |
| 2 SAT. 11.30P 85 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 9.5 | 26 | 739 | 1702 | 628 | 372 | 714 | 382 | 530 | 329 | 289 | 162^ | 711 | 376 | 516 | 441 | 293 | 105^ | 170 | 80^ | 107^ | 79^ |
| 12.00 - 12.30 | | | | A | 9.2 | 29 | 716 | 1603 | 565 | 352 | 622 | 362 | 487 | 302 | 234 | 122^ | 670 | 449 | 573 | 399 | 205 | 54^ | 186 | 81^ | 125^ | 97^ |
| 12.30 - 1.00 | | | | A | 8.1 | 29 | 630 | 1571 | 537 | 336 | 594 | 351 | 478 | 272 | 227 | 100^ | 672 | 454 | 587 | 402 | 203 | 36v | 200 | 96^ | 105^ | 91^ |
| TOMORROW COAST TO COAST-1 | 117 | 192 | 190 | A | 3.7 | 19 | 288 | 1160 | 583 | 146^ | 635 | 247 | 327 | 313 | 264 | 228 | 463 | 178^ | 272 | 181^ | 181^ | 181^ | 59^ | 24v | LT | LT |
| 1 M-W 12.30A 30 NBC CC | | 98 | 98 | B | 3.8 | 20 | 296 | 1139 | 528 | 191 | 594 | 186 | 301 | 287 | 278 | 228 | 481 | 195 | 304 | 254 | 208 | 144 | 59 | 23 | LT | LT |
| 1 THU. 12.32A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-TH 12.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOMORROW COAST TO COAST-2 | 117 | 193 | 191 | A | 2.5 | 19 | 195 | 959 | 471 | 112^ | 523 | 241^ | 308 | 267^ | 200^ | 179^ | 395 | 169^ | 252^ | 164^ | 129^ | 143^ | 41v | LT | LT | LT |
| 1 MON. 1.00A 55 NBC CC | | 98 | 98 | B | 2.5 | 19 | 195 | 1004 | 421 | 132 | 483 | 151 | 242 | 229 | 221 | 194 | 476 | 212 | 332 | 278 | 197 | 115 | 43 | LT | LT | LT |
| TUE. 1.00A 56 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 WED. 1.00A 54 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 THU. 1.02A 55 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 MON. 1.00A 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 WED. 1.00A 57 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 THU. 1.00A 55 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 2.7 | 18 | 210 | 1010 | 496 | 133^ | 562 | 247^ | 319 | 286 | 219^ | 191^ | 410 | 176^ | 258^ | 163^ | 133^ | 152^ | 38v | LT | LT | LT |
| 1.30 - 2.00 | | | | A | 2.2 | 19 | 171 | 906 | 444 | 94^ | 491 | 239^ | 293^ | 252^ | 176^ | 181^ | 362 | 158^ | 228^ | 146^ | 105^ | 134^ | 53v | LT | LT | LT |
| TONIGHT SHOW | 147 | 211 | 211 | A | 6.9 | 23 | 537 | 1302 | 639 | 222 | 711 | 237 | 351 | 328 | 320 | 284 | 506 | 212 | 302 | 225 | 190 | 178 | 58^ | 28v | 27v | 16v |
| 1 MTUWF 11.30P 60 NBC GV | | 99 | 99 | B | 7.4 | 24 | 576 | 1344 | 618 | 234 | 664 | 209 | 354 | 332 | 321 | 247 | 579 | 219 | 341 | 300 | 263 | 189 | 84 | 35 | 17 | 12 |
| 1 THU. 11.32P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 11.30P 60 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11.30 - 12.00 | | | | A | 7.8 | 23 | 607 | 1356 | 652 | 222 | 735 | 245 | 360 | 327 | 325 | 300 | 524 | 225 | 308 | 237 | 193 | 186 | 64^ | 28^ | 33^ | 21v |
| 12.00 - 12.30 | | | | A | 6.1 | 23 | 475 | 1204 | 610 | 213 | 669 | 220 | 332 | 322 | 308 | 263 | 467 | 185 | 280 | 203 | 183 | 166 | 53^ | 32v | 15v | LT |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤ | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TUESDAY MOVIE-WEEK-PART 1 | 15 | 169 | 166 | A | 4.0 | 19 | 311 | 1154 | 498 | 171^ | 537 | 219^ | 341^ | 369^ | 286^ | 103^ | 473 | 100^ | 335^ | 264^ | 301^ | 138^ | 141^ | 67v | LT | LT |
| 1 TUE. 12.02A 72 ABC FF | | 93 | 92 | B | 4.3 | 20 | 335 | 1270 | 493 | 191 | 552 | 250 | 386 | 319 | 276 | 99 | 621 | 286 | 437 | 327 | 271 | 148 | 92 | 35 | LT | LT |
| 2 TUE. 12.00M 71 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12.00 - 12.30 | | | | A | 4.6 | 18 | 358 | 1145 | 519 | 184^ | 584 | 218^ | 352 | 411 | 321^ | 122^ | 441 | 76v | 284^ | 223^ | 284^ | 157^ | 117^ | 61v | LT | LT |
| 12.30 - 1.00 | | | | A | 3.8 | 19 | 296 | 1139 | 475 | 135^ | 493 | 192^ | 301^ | 342^ | 270^ | 94v | 480 | 105^ | 359^ | 282^ | 314^ | 121^ | 166^ | 78v | LT | LT |
| TUESDAY MOVIE-WEEK-PART 2 | 15 | 169 | 166 | A | 3.3 | 22 | 257 | 1226 | 559 | 209^ | 576 | 334^ | 459^ | 312^ | 242^ | 82v | 416^ | 171^ | 299^ | 206^ | 179^ | 117v | 234^ | 105v | LT | LT |
| 1 TUE. 1.14A 20 ABC FF | | 93 | 92 | B | 3.8 | 27 | 296 | 1166 | 485 | 196 | 548 | 259 | 398 | 295 | 258 | 101 | 527 | 230 | 372 | 290 | 255 | 126 | 87 | 42 | LT | LT |
| 2 TUE. 1.11A 24 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WOODSTOCK...RELIVED(S) | | | 200 | A | 3.5 | 19 | 272 | 879 | 452^ | 236^ | 471^ | 261^ | 387^ | 251^ | 162v | 77v | 265^ | 220v | 232^ | 111v | 27v | 33v | 125v | 55v | 18v | 18v |
| 2 FRI. 12.30A 120 NBC FF | | | 97 | | | | | | | | | | | | | | | | | | | | | | | |
| 12.30 - 1.00 | | | | A | 4.2 | 18 | 327 | 1217 | 645^ | 354^ | 660^ | 379^ | 492^ | 348^ | 165v | 150v | 409^ | 263^ | 299^ | 153v | 89v | 110v | 117v | 43v | 31v | 31v |
| 1.00 - 1.30 | | | | A | 3.2 | 16 | 249 | 1241 | 631^ | 378^ | 675^ | 386^ | 607^ | 442^ | 241v | 68v | 297^ | 297^ | 297^ | 116v | LT | LT | 253^ | 148v | LT | LT |
| 1.30 - 2.00 | | | | A | 3.2 | 20 | 249 | 984 | 475^ | 174v | 503^ | 253^ | 434^ | 181v | 250^ | 69v | 322^ | 322^ | 322^ | 157v | LT | LT | 135v | 40v | 24v | 24v |
| 2.00 - 2.30 | | | | A | 3.3 | 26 | 257 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| •WEEKDAY DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC AFTERSCHOOL SPECIAL(S) | | 193 | | A | 6.6 | 20 | 513 | 1487 | 558 | 134^ | 661 | 379^ | 455^ | 305^ | 229^ | 172^ | 352^ | 175^ | 283^ | 178^ | 164^ | 52v | 257^ | 215^ | 217^ | 114v |
| 1 WED. 4.30P 60 ABC FV | | 96 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.30 - 5.00 | | | | A | 6.1 | 19 | 475 | 1528 | 662 | 92v | 759 | 403^ | 544 | 395^ | 303^ | 176^ | 324^ | 176^ | 270^ | 142^ | 133^ | 54v | 224^ | 224^ | 221^ | 99v |
| 5.00 - 5.30 | | | | A | 7.1 | 20 | 552 | 1435 | 468 | 167^ | 571 | 354^ | 373^ | 222^ | 162^ | 171^ | 373^ | 172^ | 290^ | 206^ | 190^ | 52v | 279^ | 203^ | 212^ | 126^ |
| ABC DAYTIME NEWSBRIEF-M-F | 148 | 178 | 178 | A | 7.1 | 28 | 552 | 1216 | 862 | 146 | 922 | 448 | 722 | 588 | 366 | 159 | 206 | 93^ | 145 | 83^ | 76^ | 57^ | 63^ | 60^ | 25v | LT |
| 1 MTUWF 1.57P 2 ABC N | | 93 | 93 | B | 8.5 | 30 | 661 | 1321 | 826 | 199 | 925 | 489 | 708 | 548 | 337 | 164 | 212 | 100 | 157 | 111 | 85 | 49 | 97 | 78 | 67 | 31 |
| 1 THU. 1.56P 3 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 M-F 1.57P 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALICE-M-F | 137 | 167 | 168 | A | 4.3 | 23 | 335 | 1200 | 605 | 92^ | 671 | 221 | 379 | 316 | 271 | 236 | 260 | 104^ | 128^ | 84^ | 88^ | 116^ | 81^ | 51^ | 188 | 30v |
| 1 M-F 10.30A 30 CBS CS | | 92 | 92 | B | 5.9 | 28 | 459 | 1450 | 653 | 162 | 754 | 328 | 477 | 361 | 292 | 232 | 289 | 114 | 154 | 118 | 117 | 117 | 116 | 63 | 291 | 120 |
| 2 MTUWF 10.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ALL MY CHILDREN | 147 | 198 | 198 | A | 7.8 | 31 | 607 | 1245 | 851 | 177 | 935 | 457 | 726 | 596 | 366 | 165 | 202 | 90^ | 139 | 82^ | 74^ | 61^ | 71^ | 63^ | 37^ | 8v |
| M-F 1.00P 60 ABC DD | | 99 | 99 | B | 9.0 | 33 | 700 | 1338 | 835 | 214 | 931 | 486 | 709 | 549 | 344 | 166 | 213 | 99 | 153 | 111 | 84 | 52 | 101 | 82 | 93 | 32 |
| 1.00 - 1.30 | | | | A | 7.4 | 30 | 576 | 1255 | 840 | 183 | 937 | 467 | 729 | 596 | 356 | 163 | 207 | 96^ | 141 | 82^ | 71^ | 62^ | 71^ | 61^ | 40^ | 8v |
| 1.30 - 2.00 | | | | A | 8.1 | 32 | 630 | 1237 | 867 | 170 | 939 | 451 | 726 | 596 | 376 | 171 | 201 | 88^ | 139 | 86^ | 73^ | 59^ | 67^ | 65^ | 30^ | LT |
| ANOTHER WORLD | 145 | 204 | 204 | A | 5.1 | 20 | 397 | 1287 | 909 | 239 | 1010 | 360 | 534 | 500 | 401 | 392 | 201 | 64^ | 82^ | 71^ | 110^ | 93^ | 38v | 12v | 38v | LT |
| M-F 2.00P 60 NBC DD | | 98 | 98 | B | 5.1 | 18 | 397 | 1210 | 792 | 190 | 887 | 284 | 462 | 428 | 372 | 363 | 215 | 47 | 65 | 51 | 84 | 135 | 50 | 38 | 58 | 27 |
| 2.00 - 2.30 | | | | A | 5.2 | 21 | 405 | 1264 | 912 | 247 | 1008 | 357 | 539 | 499 | 409 | 390 | 193 | 62^ | 76^ | 70^ | 104^ | 91^ | 26v | LT | 37v | LT |
| 2.30 - 3.00 | | | | A | 5.0 | 19 | 389 | 1278 | 903 | 227 | 999 | 357 | 519 | 496 | 388 | 393 | 204 | 68^ | 86^ | 69^ | 107^ | 92^ | 44^ | 21v | 31v | LT |
| AS THE WORLD TURNS | 144 | 194 | 194 | A | 7.1 | 28 | 552 | 1230 | 871 | 153 | 957 | 214 | 424 | 417 | 432 | 453 | 187 | 38^ | 70^ | 60^ | 78^ | 107 | 41^ | 41^ | 45^ | 24v |
| M-F 2.00P 60 CBS DD | | 99 | 99 | B | 8.0 | 28 | 622 | 1289 | 836 | 158 | 957 | 212 | 426 | 433 | 454 | 437 | 220 | 49 | 80 | 68 | 85 | 130 | 49 | 40 | 63 | 24 |
| 2.00 - 2.30 | | | | A | 6.9 | 27 | 537 | 1235 | 865 | 141 | 946 | 208 | 409 | 400 | 421 | 459 | 200 | 38^ | 77^ | 68^ | 89^ | 112 | 46^ | 46^ | 43^ | 19v |
| 2.30 - 3.00 | | | | A | 7.2 | 27 | 560 | 1223 | 886 | 161 | 969 | 219 | 443 | 435 | 443 | 447 | 172 | 37^ | 64^ | 47^ | 67^ | 103^ | 36^ | 36^ | 46^ | 29^ |
| BLOCKBUSTERS | 127 | 146 | 146 | A | 3.9 | 21 | 303 | 1393 | 787 | 174^ | 894 | 234 | 354 | 333 | 357 | 472 | 363 | 110^ | 178^ | 163^ | 167^ | 164^ | 33v | LT | 103^ | 47v |
| M-F 10.30A 30 NBC QG | | 83 | 83 | B | 3.6 | 17 | 280 | 1421 | 806 | 111 | 882 | 214 | 344 | 317 | 336 | 479 | 400 | 94 | 148 | 152 | 168 | 222 | 39 | LT | 100 | 55 |
| CAPTAIN KANGAROO | 141 | 174 | 174 | A | 2.6 | 14 | 202 | 1193 | 262^ | 59v | 301 | 153^ | 207^ | 109^ | 134^ | 64v | 124^ | 39v | 64v | 49v | 41v | 50v | 55v | LT | 713 | 109^ |
| M-F 8.00A 60 CBS C | | 97 | 97 | B | 2.9 | 14 | 226 | 1350 | 356 | 83 | 384 | 192 | 261 | 196 | 141 | 97 | 133 | 47 | 74 | 71 | 66 | 47 | 46 | 23 | 787 | 153 |
| 8.00 - 8.30 | | | | A | 2.4 | 13 | 187 | 1230 | 267^ | 59v | 326 | 165^ | 219^ | 123^ | 150^ | 70v | 145^ | 48v | 86^ | 64v | 59v | 49v | 37v | LT | 722 | 113^ |
| 8.30 - 9.00 | | | | A | 2.7 | 14 | 210 | 1176 | 258^ | 57v | 277^ | 138^ | 191^ | 90^ | 119^ | 63v | 118^ | 37v | 53v | 48v | 30v | 51v | 66v | LT | 715 | 105^ |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)



## AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS (12-17) FEM. | CHILDREN (2-11) TOTAL | CHILDREN (2-11) 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CARD SHARKS | 146 | 139 | 139 | A | 2.8 | 13 | 218 | 1394 | 881 | 192^ | 941 | 248^ | 316 | 303 | 321 | 546 | 298 | 59v | 105^ | 96^ | 170^ | 188^ | LT | LT | 142^ | 69v |
| M-F 12.00N 30 NBC QG | | 69 | 69 | B | 3.1 | 12 | 241 | 1345 | 807 | 162 | 851 | 181 | 349 | 333 | 362 | 450 | 321 | 59 | 105 | 96 | 149 | 202 | 67 | 35 | 106 | 59 |
| DAYS OF OUR LIVES | 146 | 207 | 207 | A | 5.6 | 22 | 436 | 1328 | 939 | 205 | 1031 | 335 | 523 | 465 | 409 | 460 | 211 | 73^ | 110^ | 85^ | 94^ | 95^ | 31v | 11v | 55^ | 17v |
| M-F 1.00P 60 NBC DD | | 99 | 99 | B | 5.7 | 21 | 443 | 1294 | 851 | 162 | 933 | 290 | 461 | 400 | 372 | 424 | 265 | 49 | 79 | 65 | 106 | 170 | 47 | 29 | 49 | 21 |
| 1.00 - 1.30 | | | | A | 5.5 | 22 | 428 | 1322 | 924 | 208 | 1018 | 329 | 506 | 451 | 393 | 467 | 222 | 76^ | 115^ | 88^ | 97^ | 103^ | 28v | LT | 54^ | 14v |
| 1.30 - 2.00 | | | | A | 5.8 | 23 | 451 | 1293 | 927 | 198 | 1011 | 328 | 518 | 462 | 410 | 444 | 194 | 70^ | 101^ | 75^ | 88^ | 85^ | 33v | 11v | 55^ | 18v |
| DOCTORS | 145 | 185 | 185 | A | 3.8 | 17 | 296 | 1277 | 971 | 206 | 1018 | 302 | 450 | 425 | 378 | 494 | 202 | 68^ | 78^ | 78^ | 91^ | 114^ | LT | LT | 48v | 20v |
| M-F 12.30P 30 NBC DD | | 91 | 91 | B | 3.8 | 15 | 296 | 1255 | 831 | 180 | 884 | 267 | 426 | 392 | 359 | 399 | 257 | 55 | 75 | 66 | 128 | 164 | 58 | 41 | 56 | 30 |
| EDGE OF NIGHT | 138 | 156 | 156 | A | 4.3 | 15 | 335 | 1358 | 728 | 113^ | 830 | 341 | 550 | 468 | 334 | 233 | 284 | 132^ | 171^ | 78^ | 84^ | 104^ | 133^ | 131^ | 111^ | 44v |
| M-F 4.00P 30 ABC DD | | 81 | 82 | B | 4.9 | 15 | 381 | 1393 | 751 | 233 | 846 | 365 | 558 | 464 | 337 | 226 | 288 | 122 | 163 | 113 | 106 | 115 | 127 | 113 | 132 | 72 |
| FAMILY FEUD | 147 | 181 | 182 | A | 5.8 | 26 | 451 | 1186 | 694 | 219 | 814 | 306 | 449 | 390 | 352 | 294 | 246 | 69^ | 123^ | 107^ | 110^ | 118^ | 64^ | 37^ | 62^ | 29v |
| M-F 12.00N 30 ABC QP | | 92 | 92 | B | 6.3 | 25 | 490 | 1355 | 737 | 175 | 824 | 337 | 495 | 404 | 355 | 268 | 309 | 116 | 162 | 133 | 120 | 131 | 84 | 61 | 138 | 63 |
| FESTIVAL OF LIVELY ARTS(S) | | | 167 | A | 4.7 | 17 | 366 | 1511 | 883 | 183^ | 883 | 244^ | 488^ | 546^ | 444^ | 296^ | 196^ | 37v | 58v | 21v | 88v | 138v | 156v | 41v | 276^ | 154v |
| 2 TUE. 4.00P 30 CBS CL | | | 86 | | | | | | | | | | | | | | | | | | | | | | | |
| GENERAL HOSPITAL | 142 | 200 | 200 | A | 10.1 | 35 | 786 | 1310 | 735 | 150 | 875 | 488 | 674 | 507 | 289 | 159 | 194 | 97 | 125 | 65^ | 50^ | 67^ | 142 | 118 | 99 | 57^ |
| M-F 3.00P 60 ABC DD | | 99 | 99 | B | 11.3 | 36 | 879 | 1364 | 762 | 176 | 857 | 456 | 628 | 465 | 300 | 176 | 201 | 92 | 122 | 78 | 64 | 71 | 166 | 138 | 140 | 85 |
| 3.00 - 3.30 | | | | A | 9.5 | 35 | 739 | 1281 | 750 | 149 | 893 | 497 | 690 | 513 | 294 | 163 | 193 | 95 | 120 | 63^ | 47^ | 70^ | 117 | 102 | 78^ | 35^ |
| 3.30 - 4.00 | | | | A | 10.7 | 36 | 832 | 1323 | 719 | 150 | 854 | 475 | 655 | 497 | 284 | 158 | 192 | 98 | 127 | 69^ | 52^ | 62^ | 161 | 131 | 116 | 74 |
| GOOD MORNING, AMERICA-730 | 148 | 202 | 203 | A | 4.5 | 26 | 350 | 1254 | 685 | 266 | 760 | 223 | 398 | 411 | 394 | 271 | 339 | 91^ | 183 | 143^ | 163^ | 150^ | 71^ | 28v | 84^ | 68^ |
| M-F 7.30A 30 ABC N | | 99 | 99 | B | 5.0 | 27 | 389 | 1329 | 724 | 240 | 775 | 223 | 404 | 403 | 392 | 283 | 394 | 117 | 179 | 157 | 169 | 177 | 57 | 15 | 103 | 67 |
| GOOD MORNING, AMERICA-830 | 149 | 201 | 201 | A | 5.3 | 28 | 412 | 1148 | 758 | 245 | 799 | 228 | 359 | 376 | 376 | 362 | 281 | 68^ | 136^ | 109^ | 137^ | 135^ | 21v | 12v | 47^ | 34v |
| M-F 8.30A 30 ABC N | | 98 | 98 | B | 6.0 | 29 | 467 | 1208 | 753 | 194 | 788 | 221 | 366 | 380 | 385 | 342 | 339 | 91 | 140 | 139 | 148 | 168 | 24 | 11 | 57 | 28 |
| GUIDING LIGHT | 144 | 195 | 195 | A | 7.4 | 26 | 576 | 1260 | 879 | 170 | 962 | 230 | 456 | 450 | 470 | 415 | 171 | 42^ | 70^ | 54^ | 67^ | 95^ | 52^ | 38^ | 75^ | 52^ |
| M-F 3.00P 60 CBS DD | | 99 | 99 | B | 8.1 | 26 | 630 | 1329 | 817 | 173 | 936 | 222 | 424 | 427 | 453 | 420 | 228 | 60 | 92 | 77 | 91 | 123 | 80 | 67 | 85 | 42 |
| 3.00 - 3.30 | | | | A | 7.4 | 27 | 576 | 1227 | 885 | 170 | 965 | 232 | 460 | 454 | 475 | 418 | 156 | 34^ | 62^ | 47^ | 60^ | 91^ | 37^ | 31^ | 69^ | 49^ |
| 3.30 - 4.00 | | | | A | 7.4 | 25 | 576 | 1267 | 868 | 166 | 949 | 220 | 446 | 441 | 462 | 410 | 178 | 46^ | 74^ | 57^ | 70^ | 99^ | 63^ | 44^ | 77^ | 53^ |
| JEFFERSONS M-F | 137 | 153 | 154 | A | 3.8 | 20 | 296 | 1122 | 588 | 84^ | 635 | 222 | 388 | 341 | 254 | 193^ | 210 | 71^ | 94^ | 60^ | 85^ | 106^ | 61^ | 44v | 216 | 44v |
| 1 M-F 10.00A 30 CBS CS | | 88 | 88 | B | 5.1 | 25 | 397 | 1437 | 646 | 180 | 723 | 322 | 480 | 375 | 282 | 195 | 278 | 118 | 162 | 135 | 122 | 96 | 117 | 59 | 319 | 136 |
| 2 MTUWF 10.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LAS VEGAS GAMBIT | 126 | 134 | 133 | A | 3.0 | 16 | 233 | 1481 | 781 | 180^ | 884 | 206^ | 326 | 283 | 348 | 498 | 360 | 99^ | 146^ | 111^ | 172^ | 197^ | 69^ | LT | 168^ | 47v |
| M-F 10.00A 30 NBC QG | | 77 | 77 | B | 3.2 | 15 | 249 | 1460 | 816 | 145 | 891 | 210 | 365 | 324 | 351 | 471 | 418 | 91 | 151 | 156 | 181 | 237 | 42 | LT | 109 | 51 |
| LOVE BOAT DAYTIME | 149 | 192 | 192 | A | 4.9 | 26 | 381 | 1184 | 689 | 165 | 744 | 337 | 500 | 405 | 273 | 205 | 233 | 107^ | 162 | 105^ | 87^ | 68^ | 94^ | 70^ | 113^ | 27v |
| M-F 11.00A 60 ABC CS | | 98 | 98 | B | 5.6 | 25 | 436 | 1359 | 669 | 184 | 731 | 353 | 509 | 393 | 279 | 182 | 262 | 141 | 180 | 113 | 88 | 65 | 137 | 96 | 229 | 104 |
| 11.00 - 11.30 | | | | A | 4.7 | 25 | 366 | 1158 | 680 | 158^ | 724 | 310 | 470 | 394 | 277 | 215 | 235 | 112^ | 163 | 107^ | 87^ | 68^ | 87^ | 65^ | 112^ | 27v |
| 11.30 - 12.00 | | | | A | 5.2 | 26 | 405 | 1151 | 672 | 160 | 732 | 349 | 510 | 399 | 254 | 187 | 218 | 99^ | 151 | 96^ | 80^ | 65^ | 90^ | 66^ | 111^ | 23v |
| MAGAZINE(S) | | | 176 | A | 3.1 | 16 | 241 | 1170 | 825^ | 74v | 850^ | 402^ | 564^ | 452^ | 224v | 224v | 212v | 133v | 133v | LT | LT | 79v | LT | LT | 108v | LT |
| 2 THU. 10.00A 60 CBS DN | | | 93 | | | | | | | | | | | | | | | | | | | | | | | |
| 10.00 - 10.30 | | | | A | 3.4 | 18 | 265 | 1064 | 709^ | 68v | 709^ | 257^ | 415^ | 400^ | 203v | 249^ | 227v | 144v | 144v | LT | LT | 83v | LT | LT | 128v | LT |
| 10.30 - 11.00 | | | | A | 2.8 | 14 | 218 | 1266 | 944^ | 81v | 999^ | 569^ | 725^ | 500^ | 238v | 192v | 189v | 121v | 121v | LT | LT | 68v | LT | LT | 78v | LT |
| MORNING-CHARLES KURALT | 53 | 186 | 185 | A | 2.8 | 18 | 218 | 1179 | 523 | 256^ | 615 | 69v | 244^ | 244^ | 394 | 330 | 444 | 110^ | 252^ | 261^ | 274 | 165^ | LT | LT | 106^ | 50v |
| M-F 7.00A 60 CBS N | | 99 | 98 | B | 3.1 | 18 | 241 | 1285 | 568 | 269 | 642 | 102 | 236 | 288 | 383 | 318 | 502 | 111 | 232 | 229 | 303 | 216 | 34 | LT | 107 | 30 |
| 7.00 - 7.30 | | | | A | 2.6 | 19 | 202 | 1104 | 549 | 307 | 659 | 75v | 293 | 287^ | 445 | 322 | 337 | 40v | 184^ | 179^ | 262^ | 143^ | LT | LT | 99^ | 69v |
| 7.30 - 8.00 | | | | A | 3.0 | 17 | 233 | 1227 | 503 | 202^ | 584 | 64v | 201^ | 206^ | 352 | 343 | 532 | 163^ | 309 | 335 | 292 | 180^ | LT | LT | 103^ | 30v |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET | T/C THIS SEASON | PROG. TYPE | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NEWSBREAK-11.57 | 145 | | 163 | 163 | A | 5.5 | 27 | 428 | 1297 | 668 | 121^ | 793 | 250 | 365 | 311 | 281 | 342 | 346 | 100^ | 158 | 119^ | 142 | 183 | 39^ | 25v | 119^ | 22v |
| M-F 11.57A 2 CBS | | N | 88 | 88 | B | 6.4 | 28 | 498 | 1401 | 726 | 168 | 845 | 261 | 411 | 357 | 339 | 367 | 359 | 93 | 144 | 127 | 141 | 195 | 45 | 27 | 152 | 50 |
| NEWSBREAK-3.57 | 144 | | 176 | 176 | A | 5.5 | 18 | 428 | 1255 | 857 | 140 | 946 | 220 | 428 | 421 | 441 | 420 | 176 | 49^ | 78^ | 58^ | 59^ | 97^ | 61^ | 42^ | 72^ | 51^ |
| M-F 3.57P 2 CBS | | N | 94 | 94 | B | 6.7 | 21 | 521 | 1345 | 813 | 165 | 935 | 231 | 417 | 417 | 444 | 416 | 230 | 59 | 96 | 78 | 90 | 124 | 93 | 76 | 87 | 48 |
| ONE DAY AT A TIME-M-F | 129 | | 130 | 130 | A | 3.8 | 13 | 296 | 1402 | 689 | 125^ | 750 | 297 | 433 | 324 | 287 | 271 | 216 | 51v | 91^ | 91^ | 122^ | 87^ | 212 | 162^ | 224 | 135^ |
| 1 M-F 4.00P 30 CBS | | CS | 75 | 75 | B | 4.4 | 14 | 342 | 1509 | 695 | 177 | 783 | 281 | 445 | 374 | 365 | 279 | 279 | 84 | 130 | 121 | 123 | 119 | 200 | 130 | 247 | 144 |
| 2 MWTHF 4.00P 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ONE LIFE TO LIVE | 143 | | 199 | 199 | A | 7.7 | 30 | 599 | 1194 | 786 | 127 | 875 | 463 | 668 | 523 | 312 | 161 | 214 | 105 | 129 | 68^ | 47^ | 79^ | 70^ | 58^ | 35^ | LT |
| M-F 2.00P 60 ABC | | DD | 99 | 99 | B | 8.9 | 32 | 692 | 1288 | 818 | 181 | 902 | 481 | 670 | 515 | 319 | 170 | 201 | 90 | 128 | 85 | 66 | 68 | 94 | 80 | 91 | 34 |
| 2.00 - 2.30 | | | | | A | 7.4 | 29 | 576 | 1179 | 780 | 128 | 866 | 456 | 668 | 522 | 311 | 158 | 216 | 107 | 131 | 72^ | 48^ | 78^ | 69^ | 61^ | 28^ | LT |
| 2.30 - 3.00 | | | | | A | 8.0 | 31 | 622 | 1190 | 788 | 121 | 878 | 466 | 667 | 524 | 312 | 163 | 207 | 101 | 122 | 63^ | 43^ | 78^ | 66^ | 53^ | 39^ | 8v |
| PASSWORD PLUS | 146 | | 189 | 189 | A | 4.1 | 21 | 319 | 1279 | 919 | 260 | 948 | 229 | 399 | 445 | 436 | 440 | 254 | 57^ | 89^ | 88^ | 122^ | 150^ | 14v | LT | 63^ | 29v |
| M-F 11.30A 30 NBC | | QG | 93 | 93 | B | 4.4 | 19 | 342 | 1255 | 783 | 141 | 827 | 169 | 335 | 356 | 395 | 407 | 328 | 77 | 109 | 122 | 129 | 185 | 42 | 21 | 58 | 31 |
| PRICE IS RIGHT 1 | 146 | | 191 | 190 | A | 5.2 | 28 | 405 | 1323 | 596 | 150 | 744 | 240 | 326 | 257 | 254 | 339 | 371 | 100^ | 146 | 102^ | 133^ | 212 | 50^ | 24v | 158 | 35v |
| M-F 11.00A 30 CBS | | AP | 96 | 96 | B | 6.4 | 30 | 498 | 1418 | 705 | 167 | 822 | 271 | 401 | 335 | 316 | 364 | 362 | 93 | 145 | 122 | 139 | 200 | 53 | 26 | 181 | 55 |
| PRICE IS RIGHT 2 | 146 | | 190 | 189 | A | 6.5 | 33 | 506 | 1314 | 668 | 154 | 802 | 252 | 358 | 276 | 278 | 368 | 365 | 80^ | 132 | 95^ | 145 | 222 | 34^ | 20v | 113^ | 24v |
| M-F 11.30A 30 CBS | | AP | 96 | 96 | B | 7.3 | 32 | 568 | 1414 | 732 | 162 | 846 | 260 | 402 | 337 | 335 | 382 | 371 | 87 | 139 | 122 | 147 | 212 | 45 | 26 | 152 | 50 |
| RYAN'S HOPE | 147 | | 186 | 186 | A | 6.0 | 26 | 467 | 1218 | 777 | 177 | 863 | 430 | 614 | 520 | 339 | 165 | 246 | 83^ | 153 | 104^ | 109^ | 88^ | 51^ | 32v | 58^ | LT |
| M-F 12.30P 30 ABC | | DD | 96 | 96 | B | 6.6 | 26 | 513 | 1329 | 786 | 210 | 880 | 431 | 622 | 489 | 342 | 189 | 255 | 108 | 168 | 122 | 101 | 77 | 93 | 71 | 101 | 33 |
| SEARCH FOR TOMORROW | 145 | | 186 | 186 | A | 5.8 | 25 | 451 | 1295 | 824 | 181 | 907 | 262 | 433 | 401 | 339 | 399 | 297 | 66^ | 119^ | 105^ | 130^ | 166 | 31v | 26v | 60^ | 18v |
| M-F 12.30P 30 CBS | | DD | 96 | 96 | B | 6.3 | 25 | 490 | 1325 | 771 | 182 | 884 | 240 | 408 | 412 | 379 | 400 | 298 | 65 | 103 | 95 | 124 | 176 | 43 | 32 | 100 | 29 |
| TEXAS | 146 | | 192 | 192 | A | 4.7 | 16 | 366 | 1314 | 899 | 248 | 979 | 321 | 509 | 470 | 403 | 372 | 216 | 71^ | 89^ | 79^ | 114^ | 96^ | 70^ | 32v | 49^ | 27v |
| M-F 3.00P 60 NBC | | DD | 93 | 93 | B | 4.7 | 15 | 366 | 1266 | 768 | 193 | 859 | 259 | 447 | 410 | 373 | 352 | 240 | 59 | 84 | 63 | 97 | 140 | 73 | 52 | 94 | 58 |
| 3.00 - 3.30 | | | | | A | 4.5 | 16 | 350 | 1314 | 934 | 246 | 1014 | 334 | 531 | 492 | 423 | 383 | 212 | 69^ | 86^ | 73^ | 111^ | 97^ | 57^ | 23v | 31v | 18v |
| 3.30 - 4.00 | | | | | A | 4.8 | 16 | 373 | 1319 | 889 | 243 | 958 | 306 | 491 | 458 | 397 | 368 | 218 | 70^ | 91^ | 86^ | 115^ | 96^ | 79^ | 40v | 64^ | 38v |
| TODAY SHOW-7.30AM | 150 | | 215 | 215 | A | 4.6 | 26 | 358 | 1416 | 748 | 196 | 785 | 114^ | 257 | 245 | 448 | 470 | 553 | 157^ | 232 | 190 | 181 | 304 | 33v | LT | 45^ | 39v |
| M-F 7.30A 30 NBC | | N | 99 | 99 | B | 5.0 | 27 | 389 | 1374 | 756 | 177 | 789 | 165 | 318 | 280 | 395 | 429 | 507 | 93 | 168 | 172 | 228 | 306 | 25 | LT | 53 | 37 |
| TODAY SHOW-8.30AM | 149 | | 212 | 212 | A | 5.4 | 28 | 420 | 1290 | 787 | 135^ | 823 | 138^ | 276 | 273 | 394 | 491 | 422 | 84^ | 153 | 135^ | 186 | 245 | 26v | LT | 19v | LT |
| M-F 8.30A 30 NBC | | N | 99 | 99 | B | 5.9 | 28 | 459 | 1290 | 760 | 143 | 791 | 145 | 288 | 266 | 378 | 455 | 444 | 75 | 139 | 139 | 209 | 274 | 16 | LT | 39 | 25 |
| WHEEL OF FORTUNE | 147 | | 189 | 189 | A | 4.7 | 25 | 366 | 1265 | 861 | 215 | 913 | 230 | 419 | 451 | 429 | 399 | 263 | 85^ | 110^ | 104^ | 104^ | 140^ | 21v | 13v | 68^ | 32v |
| M-F 11.00A 30 NBC | | QG | 94 | 94 | B | 4.7 | 22 | 366 | 1279 | 778 | 128 | 827 | 193 | 359 | 366 | 380 | 392 | 334 | 75 | 105 | 125 | 135 | 192 | 44 | 21 | 74 | 33 |
| YOUNG AND THE RESTLESS | 145 | | 196 | 196 | A | 7.1 | 28 | 552 | 1274 | 847 | 141 | 953 | 323 | 523 | 439 | 367 | 360 | 197 | 76^ | 100^ | 72^ | 71^ | 79^ | 67^ | 62^ | 57^ | 10v |
| M-F 1.00P 60 CBS | | DD | 99 | 99 | B | 7.7 | 29 | 599 | 1273 | 791 | 152 | 916 | 293 | 478 | 427 | 398 | 370 | 203 | 63 | 87 | 75 | 79 | 98 | 49 | 41 | 105 | 31 |
| 1.00 - 1.30 | | | | | A | 6.9 | 28 | 537 | 1246 | 830 | 139 | 934 | 320 | 517 | 437 | 358 | 346 | 192 | 67^ | 91^ | 71^ | 75^ | 80^ | 62^ | 58^ | 58^ | 9v |
| 1.30 - 2.00 | | | | | A | 7.3 | 29 | 568 | 1278 | 855 | 141 | 964 | 325 | 523 | 439 | 369 | 372 | 192 | 78^ | 99^ | 69^ | 65^ | 77^ | 69^ | 63^ | 53^ | LT |
| •WEEKEND DAYTIME | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WEEKEND SPECIALS | 23 | | 185 | 183 | A | 4.5 | 20 | 350 | 1683 | 400 | 138^ | 492 | 298^ | 369 | 216^ | 140^ | 99^ | 253^ | 135^ | 163^ | 57v | 57v | 81v | 301^ | 239^ | 637 | 466 |
| SAT. 12.00N 30 ABC | | FV | 96 | 96 | B | 5.9 | 22 | 459 | 1654 | 389 | 143 | 429 | 199 | 295 | 217 | 170 | 113 | 311 | 160 | 223 | 132 | 103 | 80 | 245 | 126 | 669 | 443 |
| ABC WIDE WORLD-SPORTS SAT | 21 | | 206 | 199 | A | 7.3 | 21 | 568 | 1528 | 476 | 231 | 596 | 194^ | 314 | 262 | 277 | 237 | 685 | 237 | 425 | 331 | 318 | 222 | 107^ | 43v | 140^ | 131^ |
| 1 SAT. 4.00P 60 ABC | | SA | 99 | 99 | B | 10.8 | 25 | 840 | 1649 | 541 | 221 | 599 | 206 | 331 | 292 | 269 | 216 | 723 | 254 | 433 | 388 | 340 | 244 | 148 | 50 | 179 | 128 |
| & 6.06P 24 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | |

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ABC WIDE WORLD-SPO-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 SAT. 5.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 6.7 | 25 | 521 | 1340 | 360^ | 220^ | 592 | 148^ | 300^ | 274^ | 325^ | 247^ | 575 | 240^ | 366^ | 342^ | 232^ | 170^ | 17v | 17v | 156^ | 156^ |
| 4.30 - 5.00 | | | | A | 8.8 | 30 | 685 | 1520 | 530 | 266^ | 736 | 256^ | 427 | 399 | 351 | 258^ | 593 | 167^ | 385 | 369 | 359 | 174^ | 23v | 23v | 168^ | 168^ |
| 5.00 - 5.30 | | | | A | 5.3 | 16 | 412 | 1488 | 406^ | 153^ | 469^ | 174^ | 270^ | 186^ | 166^ | 183^ | 748 | 256^ | 461^ | 284^ | 315^ | 260^ | 176^ | 82v | 95v | 95v |
| 5.30 - 6.00 | | | | A | 5.8 | 17 | 451 | 1470 | 350^ | 184^ | 445^ | 197^ | 272^ | 191^ | 147^ | 148^ | 795 | 268^ | 507^ | 370^ | 388^ | 232^ | 158^ | 89v | 72v | 72v |
| 6.00 - 6.30 | | | | A | 9.0 | 24 | 700 | 1657 | 539 | 268 | 626 | 210 | 321 | 263 | 275 | 255 | 722 | 242 | 445 | 351 | 329 | 240 | 132^ | 37v | 177 | 154^ |
| 6.30 - 7.00 | | | | A | 7.0 | 17 | 545 | 1420 | 484 | 200^ | 537 | 138^ | 227^ | 193^ | 305^ | 249^ | 654 | 252^ | 374^ | 235^ | 262^ | 240^ | 156^ | 46v | 73v | 73v |
| ABC WIDE WORLD-SPORTS SUN | 14 | 196 | 193 | A | 6.0 | 16 | 467 | 1799 | 627 | 258 | 665 | 181^ | 352 | 326 | 330 | 253^ | 824 | 306 | 517 | 430 | 364 | 269 | 168^ | 80^ | 142^ | 86^ |
| SUN. 4.30P 90 ABC SA | | 99 | 99 | B | 11.7 | 27 | 910 | 1722 | 534 | 204 | 578 | 182 | 344 | 315 | 286 | 189 | 828 | 310 | 523 | 461 | 387 | 252 | 153 | 56 | 163 | 111 |
| 4.30 - 5.00 | | | | A | 5.5 | 15 | 428 | 1643 | 589 | 227^ | 612 | 156^ | 281^ | 269^ | 309 | 271^ | 744 | 296 | 437 | 352 | 300 | 271^ | 128^ | 42v | 159^ | 98^ |
| 5.00 - 5.30 | | | | A | 6.1 | 16 | 475 | 1834 | 657 | 298 | 702 | 203^ | 388 | 348 | 327 | 257 | 866 | 338 | 576 | 483 | 370 | 249^ | 118^ | 89^ | 148^ | 95^ |
| 5.30 - 6.00 | | | | A | 6.5 | 16 | 506 | 1864 | 622 | 243 | 662 | 175^ | 377 | 352 | 351 | 224^ | 842 | 281 | 520 | 442 | 406 | 285 | 243 | 101^ | 117^ | 63^ |
| ALL NEW POPEYE HOUR 1 | 9 | 186 | 189 | A | 5.5 | 25 | 428 | 1528 | 469 | 58v | 469 | 284 | 345 | 114^ | 87^ | 115^ | 129^ | 72^ | 120^ | 75^ | 57v | LT | 124^ | 54v | 806 | 426 |
| SAT. 11.00A 30 CBS CA | | 97 | 97 | B | 5.9 | 25 | 459 | 1525 | 335 | 112 | 351 | 188 | 258 | 148 | 111 | 82 | 293 | 203 | 247 | 168 | 70 | 41 | 145 | 61 | 736 | 349 |
| ALL NEW POPEYE HOUR 2 | 9 | 186 | 189 | A | 5.5 | 25 | 428 | 1255 | 359 | 45v | 362 | 142^ | 189^ | 127^ | 106^ | 166^ | 70v | 57v | 57v | LT | 13v | 13v | 92^ | 68v | 731 | 321 |
| SAT. 11.30A 30 CBS CA | | 97 | 97 | B | 5.9 | 24 | 459 | 1471 | 306 | 92 | 319 | 158 | 214 | 147 | 98 | 98 | 272 | 198 | 226 | 135 | 55 | 43 | 148 | 65 | 732 | 357 |
| AMERICAN BANDSTAND '81 | 24 | 169 | 174 | A | 4.3 | 19 | 335 | 1952 | 543 | 268^ | 642 | 383 | 541 | 347^ | 208^ | 74v | 365 | 230^ | 275^ | 167^ | 129^ | 63v | 563 | 307^ | 382 | 290^ |
| SAT. 12.30P 60 ABC PC | | 86 | 87 | B | 5.0 | 18 | 389 | 1598 | 493 | 162 | 564 | 308 | 427 | 257 | 182 | 120 | 409 | 220 | 295 | 201 | 149 | 93 | 271 | 162 | 354 | 225 |
| 12.30 - 1.00 | | | | A | 4.1 | 18 | 319 | 2006 | 554 | 282^ | 699 | 434 | 580 | 307^ | 194^ | 119^ | 343^ | 235^ | 285^ | 128^ | 94v | 58v | 563 | 325^ | 401 | 326^ |
| 1.00 - 1.30 | | | | A | 4.6 | 20 | 358 | 1838 | 511 | 243^ | 564 | 323^ | 485 | 368 | 210^ | 31v | 371 | 220^ | 257^ | 193^ | 151^ | 66v | 547 | 282^ | 356 | 251^ |
| AMERICAN SPORTSMAN | 5 | 173 | 176 | A | 4.6 | 13 | 358 | 1383 | 471 | 126^ | 477 | 184^ | 224^ | 187^ | 227^ | 189^ | 631 | 279^ | 411 | 382 | 266^ | 154^ | 121^ | 53v | 154^ | 114^ |
| SUN. 3.30P 60 ABC SA | | 93 | 90 | B | 5.9 | 16 | 459 | 1574 | 485 | 203 | 517 | 186 | 287 | 266 | 244 | 166 | 748 | 265 | 453 | 434 | 341 | 221 | 146 | 60 | 163 | 129 |
| 3.30 - 4.00 | | | | A | 4.4 | 13 | 342 | 1368 | 466 | 122^ | 473 | 186^ | 216^ | 172^ | 200^ | 190^ | 655 | 321^ | 433 | 377 | 226^ | 152^ | 120^ | 47v | 120^ | 120^ |
| 4.00 - 4.30 | | | | A | 4.7 | 13 | 366 | 1393 | 477 | 125^ | 477 | 179^ | 228^ | 201^ | 250^ | 190^ | 617 | 245^ | 398 | 390 | 303^ | 159^ | 116^ | 58v | 183^ | 110^ |
| ANIMALS, ANIMALS, ANIMALS | 27 | 139 | 125 | A | 2.1 | 9 | 163 | 1399 | 515^ | 221^ | 515^ | 202^ | 343^ | 263^ | 252^ | 172v | 154v | LT | LT | 105v | 134v | 49v | 80v | LT | 650^ | 270^ |
| SUN. 11.30A 30 ABC CL | | 86 | 85 | B | 2.7 | 10 | 210 | 1346 | 428 | 154 | 442 | 172 | 258 | 207 | 172 | 160 | 337 | 135 | 190 | 159 | 133 | 120 | 102 | 48 | 465 | 293 |
| ASK NBC NEWS-8:58AM | 32 | 183 | 190 | A | 2.2 | 13 | 171 | 1626 | 192^ | 123v | 192^ | 122v | 170v | 77v | 48v | LT | 205^ | 147v | 165v | 77v | 58v | 40v | 187^ | LT | 1042 | 580^ |
| SAT. 8.58A 2 NBC CN | | 95 | 96 | B | 3.7 | 20 | 288 | 1678 | 208 | 55 | 216 | 99 | 139 | 114 | 82 | 60 | 175 | 108 | 131 | 69 | 55 | 35 | 160 | 51 | 1127 | 679 |
| ASK NBC NEWS-10:58AM | 32 | 194 | 199 | A | 4.9 | 22 | 381 | 1283 | 224^ | 121^ | 269^ | 145^ | 186^ | 136^ | 86^ | 48v | 139^ | 57v | 82^ | 63v | 66v | 39v | 190^ | 104^ | 685 | 368 |
| SAT. 10.58A 2 NBC CN | | 96 | 96 | B | 5.5 | 22 | 428 | 1599 | 279 | 110 | 317 | 174 | 222 | 111 | 90 | 84 | 260 | 147 | 198 | 116 | 93 | 52 | 261 | 98 | 761 | 470 |
| ASK NBC NEWS-11:58AM | 32 | 174 | 196 | A | 4.3 | 19 | 335 | 1340 | 244^ | 169^ | 345^ | 202^ | 229^ | 175^ | 99^ | 63v | 161^ | 56v | 85v | 111^ | 70v | 50v | 123^ | 96^ | 711 | 439 |
| SAT. 11.58A 2 NBC CN | | 83 | 96 | B | 5.5 | 21 | 428 | 1495 | 267 | 85 | 314 | 152 | 197 | 120 | 99 | 99 | 286 | 145 | 198 | 120 | 112 | 72 | 196 | 74 | 699 | 412 |
| ASK NBC NEWS-9:58AM | 31 | 201 | 203 | A | 3.9 | 18 | 303 | 1294 | 178^ | 27v | 178^ | 36v | 93v | 122^ | 86v | 56v | 102^ | 49v | 68v | 53v | 53v | 26v | 106^ | 76v | 908 | 604 |
| SAT. 9.58A 2 NBC CN | | 99 | 99 | B | 4.8 | 20 | 373 | 1651 | 200 | 74 | 220 | 118 | 149 | 106 | 72 | 51 | 152 | 80 | 116 | 79 | 61 | 31 | 221 | 91 | 1058 | 667 |
| BATMAN & SUPER 7 I | 31 | 173 | 196 | A | 4.6 | 21 | 358 | 1324 | 190^ | 160^ | 282^ | 168^ | 191^ | 125^ | 81v | 56v | 174^ | 98^ | 137^ | 136^ | 61v | 15v | 187^ | 117^ | 681 | 338 |
| SAT. 11.00A 30 NBC CA | | 83 | 96 | B | 5.3 | 21 | 412 | 1573 | 266 | 97 | 327 | 176 | 217 | 108 | 93 | 94 | 282 | 164 | 214 | 124 | 97 | 54 | 219 | 93 | 745 | 448 |
| BATMAN & SUPER 7 II | 31 | 174 | 196 | A | 4.4 | 20 | 342 | 1316 | 237^ | 164^ | 330^ | 196^ | 228^ | 168^ | 96^ | 52v | 158^ | 67v | 100^ | 120^ | 65v | 38v | 164^ | 123^ | 664 | 377 |
| SAT. 11.30A 30 NBC CA | | 83 | 96 | B | 5.4 | 21 | 420 | 1510 | 275 | 90 | 323 | 160 | 203 | 118 | 99 | 100 | 287 | 156 | 208 | 115 | 105 | 63 | 212 | 84 | 688 | 421 |
| BUGS BUNNY/ROAD RUNNER 1 | 9 | 202 | 201 | A | 4.7 | 28 | 366 | 1429 | 278^ | 85^ | 297^ | 193^ | 248^ | 173^ | 104^ | 16v | 342 | 228^ | 275^ | 153^ | 114^ | 43v | 199^ | 118^ | 591 | 295^ |
| SAT. 8.30A 30 CBS CA | | 99 | 99 | B | 5.9 | 30 | 459 | 1518 | 232 | 105 | 267 | 149 | 205 | 134 | 95 | 39 | 278 | 190 | 237 | 144 | 85 | 23 | 184 | 93 | 789 | 417 |
| BUGS BUNNY/ROAD RUNNER 2 | 9 | 202 | 201 | A | 7.0 | 36 | 545 | 1571 | 310 | 143^ | 378 | 221 | 309 | 171^ | 124^ | 47v | 275 | 137^ | 215^ | 179^ | 138^ | 46v | 262 | 92^ | 656 | 292 |
| SAT. 9.00A 30 CBS CA | | 99 | 99 | B | 7.8 | 36 | 607 | 1620 | 279 | 159 | 322 | 186 | 254 | 151 | 115 | 45 | 269 | 170 | 222 | 165 | 94 | 34 | 218 | 77 | 811 | 400 |

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HH AVG. AUD. % | HH SHARE % | HH AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| BUGS BUNNY/ROAD RUNNER 3 | | | | | | | 9 | 202 | 201 | A | 7.4 | 35 | 576 | 1635 | 324 | 133^ | 412 | 264 | 319 | 162^ | 94^ | 78^ | 312 | 173^ | 237 | 144^ | 139^ | 65^ | 251 | 108^ | 660 | 309 |
| | | SAT. | 9.30A | 30 | CBS | CA | | 99 | 99 | B | 8.2 | 35 | 638 | 1680 | 298 | 152 | 351 | 211 | 272 | 155 | 116 | 59 | 341 | 214 | 282 | 187 | 117 | 48 | 202 | 68 | 786 | 391 |
| CBS SPORTS SATURDAY | | | | | | | 3 | 152 | | A | 3.4 | 10 | 265 | 1623 | 559^ | 128v | 646^ | 269^ | 359^ | 246^ | 117v | 260^ | 521^ | 99v | 171v | 197v | 294^ | 324^ | 172v | 33v | 284^ | 189v |
| | 1 | SAT. | 5.09P | 51 | CBS | SA | | 85 | | B | 3.7 | 11 | 288 | 1648 | 537 | 172 | 618 | 222 | 331 | 339 | 230 | 203 | 598 | 178 | 303 | 272 | 304 | 275 | 169 | 73 | 263 | 194 |
| 5.00 - 5.30 | | | | | | | | | | A | 3.2 | 10 | 249 | 1398 | 538^ | 161v | 707^ | 330^ | 402^ | 257^ | 96v | 281^ | 277^ | LT | LT | 24v | 277^ | 253^ | 160v | 40v | 254^ | 254^ |
| 5.30 - 6.00 | | | | | | | | | | A | 3.5 | 10 | 272 | 1783 | 577^ | 107v | 610^ | 232^ | 335^ | 235^ | 128v | 250^ | 679^ | 162v | 280^ | 305^ | 309^ | 374^ | 184v | 29v | 310^ | 151v |
| CBS SPORTS SUNDAY | | | | | | | 2 | 180 | 177 | A | 7.8 | 24 | 607 | 1643 | 417 | 116^ | 478 | 148^ | 253 | 217 | 200 | 195^ | 920 | 409 | 659 | 523 | 407 | 233 | 101^ | 35v | 144^ | 101^ |
| | 1 | SUN. | 1.00P | 150 | CBS | SA | | 95 | 94 | B | 7.8 | 24 | 607 | 1643 | 417 | 116 | 478 | 148 | 253 | 217 | 200 | 195 | 920 | 409 | 659 | 523 | 407 | 233 | 101 | 35 | 144 | 101 |
| | 2 | SUN. | 3.34P | 146 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | | | | | | | A | 5.7 | 23 | 443 | 1379 | 294^ | LT | 447^ | 155^ | 176^ | 84v | 181^ | 230^ | 812 | 361^ | 600 | 486^ | 422^ | 212^ | 68v | LT | 52v | 45v |
| 1.30 - 2.00 | | | | | | | | | | A | 6.9 | 26 | 537 | 1555 | 330^ | 60v | 489 | 175^ | 192^ | 112v | 161^ | 261^ | 855 | 426^ | 667 | 533 | 383^ | 188^ | 146^ | LT | 65v | 46v |
| 2.00 - 2.30 | | | | | | | | | | A | 7.2 | 25 | 560 | 1554 | 348^ | 72v | 487 | 157^ | 175^ | 148^ | 168^ | 278^ | 844 | 477 | 647 | 375^ | 299^ | 197^ | 82v | LT | 141^ | 118^ |
| 2.30 - 3.00 | | | | | | | | | | A | 8.6 | 28 | 669 | 1520 | 395 | 68v | 520 | 137^ | 215^ | 197^ | 222^ | 275^ | 721 | 365 | 522 | 336^ | 296^ | 178^ | 102^ | LT | 177^ | 158^ |
| 3.00 - 3.30 | | | | | | | | | | A | 9.6 | 30 | 747 | 1527 | 533 | 149^ | 590 | 188^ | 262^ | 195^ | 237^ | 298^ | 722 | 296^ | 505 | 401 | 385 | 182^ | 124^ | LT | 91^ | 77v |
| 3.30 - 4.00 | | | | | | | | | | A | 8.5 | 24 | 661 | 1917 | 464 | 152^ | 464 | 163^ | 335^ | 334^ | 222^ | 98^ | 1082 | 457 | 750 | 729 | 521 | 263^ | 163^ | 45v | 208^ | 151^ |
| 4.00 - 4.30 | | | | | | | | | | A | 8.3 | 23 | 646 | 1878 | 537 | 217^ | 537 | 177^ | 421 | 390 | 282^ | 103^ | 1047 | 344^ | 697 | 655 | 558 | 292^ | 79v | 79v | 215^ | 159^ |
| 4.30 - 5.00 | | | | | | | | | | A | 8.1 | 22 | 630 | 1822 | 464 | 113^ | 464 | 164^ | 333^ | 316^ | 197^ | 103^ | 1044 | 410 | 715 | 583 | 459 | 298^ | 90v | 90v | 224^ | 147^ |
| 5.00 - 5.30 | | | | | | | | | | A | 8.1 | 22 | 630 | 1492 | 341^ | 105^ | 341^ | 58v | 183^ | 149^ | 149^ | 134^ | 980 | 481 | 716 | 515 | 344^ | 238^ | 80v | 80v | 91v | 29v |
| 5.30 - 6.00 | | | | | | | | | | A | 7.7 | 21 | 599 | 1599 | 390^ | 163^ | 390^ | 104^ | 203^ | 187^ | 149^ | 163^ | 1062 | 485 | 768 | 615 | 390^ | 269^ | 31v | 31v | 116^ | 35v |
| DAFFY DUCK SHOW | | | | | | | 32 | 194 | 199 | A | 5.0 | 23 | 389 | 1355 | 239^ | 113^ | 293^ | 149^ | 180^ | 132^ | 107^ | 77v | 126^ | 57v | 71v | 52v | 54v | 38v | 216^ | 121^ | 720 | 414 |
| | | SAT. | 10.30A | 30 | NBC | CA | | 96 | 96 | B | 5.6 | 22 | 436 | 1620 | 260 | 105 | 301 | 158 | 205 | 115 | 93 | 81 | 246 | 138 | 188 | 117 | 91 | 45 | 276 | 103 | 797 | 492 |

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HH AVG. AUD. % | HH SHARE % | HH AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DEAR ALEX & ANNIE-11.55AM | | | | | | | 28 | 183 | 186 | A | 4.5 | 21 | 350 | 1589 | 235^ | 105^ | 280^ | 207^ | 224^ | 114^ | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| | | SAT. | 11.55A | 4 | ABC | CN | | 95 | 96 | B | 5.7 | 23 | 443 | 1508 | 249 | 105 | 280 | 131 | 180 | 142 | 114 | 75 | 239 | 117 | 175 | 110 | 88 | 57 | 223 | 99 | 766 | 485 |
| DEAR ALEX & ANNIE-11.26AM | | | | | | | 32 | 123 | 122 | A | 2.7 | 12 | 210 | 1467 | 538^ | 248^ | 543^ | 242^ | 414^ | 253^ | 263^ | 129v | 328^ | 91v | 262^ | 205^ | 214^ | 66v | 90v | 24v | 506^ | 291^ |
| | | SUN. | 11.26A | 3 | ABC | CN | | 82 | 82 | B | 3.5 | 14 | 272 | 1496 | 406 | 112 | 434 | 205 | 305 | 209 | 189 | 105 | 370 | 171 | 252 | 201 | 161 | 91 | 187 | 102 | 505 | 329 |
| DRAK PACK | | | | | | | 9 | 168 | 164 | A | 4.8 | 21 | 373 | 1560 | 509 | 164^ | 515 | 342 | 387 | 228^ | 74v | 120^ | 231^ | 156^ | 175^ | 113^ | 58v | 48v | 128^ | 77v | 686 | 410 |
| | | SAT. | 12.30P | 30 | CBS | CA | | 92 | 85 | B | 5.5 | 22 | 428 | 1550 | 370 | 121 | 401 | 223 | 304 | 189 | 105 | 96 | 256 | 152 | 198 | 135 | 76 | 48 | 184 | 103 | 709 | 375 |
| DRAWING POWER | | | | | | | 25 | 137 | 152 | A | 2.1 | 9 | 163 | 1325 | 209^ | 56v | 209^ | 130v | 148v | 91v | 35v | 44v | 319^ | 209^ | 245^ | 36v | 67v | 74v | 159v | 116v | 638^ | 282^ |
| | | SAT. | 12.30P | 30 | NBC | CL | | 70 | 75 | B | 3.5 | 12 | 272 | 1604 | 279 | 97 | 315 | 153 | 209 | 137 | 110 | 98 | 399 | 180 | 284 | 191 | 160 | 93 | 194 | 74 | 696 | 388 |
| FACE THE NATION | | | | | | | 32 | 172 | 175 | A | 3.2 | 15 | 249 | 1329 | 472^ | 144^ | 533 | 112v | 160^ | 124^ | 181^ | 349^ | 751 | 193^ | 406^ | 385^ | 374^ | 288^ | LT | LT | 45v | 45v |
| | | SUN. | 11.30A | 30 | CBS | CC | | 96 | 97 | B | 3.8 | 15 | 296 | 1355 | 507 | 123 | 569 | 136 | 221 | 202 | 231 | 307 | 646 | 122 | 265 | 320 | 348 | 299 | 51 | 18 | 89 | 51 |
| FLINTSTONE'S COMEDY SHW 1 | | | | | | | 23 | 201 | 203 | A | 3.0 | 16 | 233 | 1575 | 189^ | 65v | 189^ | 64v | 112v | 103v | 78v | 47v | 189^ | 146^ | 167^ | 73v | 43v | 22v | 158^ | 51v | 1039 | 618 |
| | | SAT. | 9.00A | 30 | NBC | CA | | 99 | 99 | B | 4.3 | 20 | 335 | 1647 | 203 | 72 | 225 | 113 | 146 | 109 | 78 | 62 | 161 | 77 | 116 | 88 | 69 | 36 | 219 | 88 | 1042 | 620 |
| FLINTSTONE'S COMEDY SHW 2 | | | | | | | 23 | 201 | 203 | A | 4.1 | 19 | 319 | 1361 | 188^ | 32v | 188^ | 41v | 100^ | 131^ | 90v | 57v | 90v | 43v | 62v | 57v | 47v | 18v | 123^ | 94v | 960 | 643 |
| | | SAT. | 9.30A | 30 | NBC | CA | | 99 | 99 | B | 4.8 | 20 | 373 | 1674 | 191 | 62 | 222 | 117 | 150 | 102 | 70 | 58 | 164 | 80 | 122 | 87 | 72 | 34 | 234 | 93 | 1054 | 661 |
| FLINTSTONE'S COMEDY SHW 3 | | | | | | | 23 | 201 | 203 | A | 4.3 | 19 | 335 | 1454 | 206^ | 102^ | 230^ | 119^ | 145^ | 144^ | 71v | 40v | 218^ | 144^ | 167^ | 78v | 66v | 38v | 160^ | 117^ | 846 | 526 |
| | | SAT. | 10.00A | 30 | NBC | CA | | 99 | 99 | B | 4.9 | 19 | 381 | 1669 | 238 | 93 | 276 | 147 | 187 | 107 | 80 | 77 | 217 | 108 | 165 | 108 | 92 | 44 | 254 | 112 | 922 | 572 |
| FONZ/HAPPY DAYS GANG | | | | | | | 25 | 192 | 190 | A | 6.3 | 32 | 490 | 1616 | 188^ | 98^ | 215^ | 128^ | 141^ | 72^ | 38v | 74^ | 97^ | 42v | 66^ | 61v | 44v | 23v | 233^ | 112^ | 1071 | 649 |
| | | SAT. | 9.00A | 30 | ABC | CA | | 99 | 99 | B | 6.8 | 31 | 529 | 1610 | 209 | 73 | 221 | 119 | 156 | 114 | 76 | 52 | 132 | 71 | 105 | 75 | 50 | 23 | 166 | 73 | 1091 | 689 |
| GODZILLA/HONG KONG 1 | | | | | | | 23 | 183 | 190 | A | 2.1 | 18 | 163 | 1791 | 203^ | 124v | 203^ | 153v | 203^ | 149v | 50v | LT | 283^ | 142v | 197^ | 104v | 141v | 86v | 127v | LT | 1178 | 675^ |
| | | SAT. | 8.00A | 30 | NBC | CA | | 95 | 96 | B | 2.7 | 20 | 210 | 1496 | 163 | 49 | 173 | 94 | 111 | 85 | 56 | 52 | 133 | 72 | 97 | 68 | 53 | 29 | 109 | LT | 1081 | 622 |
| GODZILLA/HONG KONG 2 | | | | | | | 23 | 183 | 190 | A | 2.9 | 18 | 226 | 1637 | 203^ | 102v | 203^ | 110v | 185^ | 119v | 75v | LT | 221^ | 164^ | 185^ | 92v | 57v | 36v | 89v | LT | 1124 | 633 |
| | | SAT. | 8.30A | 30 | NBC | CA | | 95 | 96 | B | 3.7 | 21 | 288 | 1680 | 207 | 58 | 213 | 106 | 139 | 110 | 77 | 59 | 156 | 97 | 117 | 72 | 46 | 30 | 164 | 46 | 1147 | 668 |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GREATEST SUPERFRIENDS-1 | | | | | | | 26 | 176 | 175 | A | 3.4 | 29 | 265 | 1468 | 147^ | LT | 147^ | 147^ | 147^ | 42v | LT | LT | 64v | 49v | 49v | 27v | LT | LT | 132^ | LT | 1125 | 626 |
| | | SAT. | 8.00A | 30 | ABC | CA | | 90 | 91 | B | 3.8 | 26 | 296 | 1596 | 228 | 91 | 244 | 145 | 185 | 117 | 81 | 46 | 186 | 94 | 143 | 105 | 70 | 35 | 140 | 39 | 1026 | 596 |
| GREATEST SUPERFRIENDS-2 | | | | | | | 26 | 176 | 175 | A | 4.9 | 31 | 381 | 1596 | 216^ | 116^ | 310^ | 208^ | 255^ | 105^ | 102^ | 55v | 91^ | 58v | 74v | 53v | 25v | 17v | 102^ | 18v | 1093 | 620 |
| | | SAT. | 8.30A | 30 | ABC | CA | | 90 | 91 | B | 5.3 | 28 | 412 | 1565 | 210 | 85 | 230 | 131 | 172 | 114 | 85 | 44 | 140 | 71 | 111 | 80 | 55 | 25 | 163 | 65 | 1032 | 600 |
| HEATHCLIFF & DINGBAT | | | | | | | 30 | 194 | 196 | A | 5.4 | 25 | 420 | 1476 | 217^ | 122^ | 255^ | 164^ | 198^ | 105^ | 65v | 57v | 133^ | 66v | 102^ | 51v | 67v | 16v | 243^ | 95^ | 845 | 495 |
| | | SAT. | 11.00A | 30 | ABC | CA | | 98 | 99 | B | 6.6 | 27 | 513 | 1597 | 237 | 97 | 267 | 152 | 196 | 147 | 92 | 48 | 231 | 139 | 188 | 112 | 72 | 36 | 248 | 106 | 851 | 517 |
| HOUSTON OPEN GOLF-SAT.(S) | | | | | | | | 164 | | A | 2.6 | 9 | 202 | 1030^ | 421^ | 40v | 421^ | 25v | 94v | 158v | 133v | 263v | 539^ | 173v | 218v | 174v | 169v | 306^ | LT | LT | 70v | 45v |
| | 1 | SAT. | 4.00P | 90 | NBC | SE | | 86 | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | | | | | | | A | 2.9 | 11 | 226 | 881^ | 509^ | LT | 509^ | LT | 150v | 200v | 200v | 309^ | 372^ | LT | LT | LT | 111v | 372^ | LT | LT | LT | LT |
| 4.30 - 5.00 | | | | | | | | | | A | 2.6 | 9 | 202 | 1079^ | 435^ | 79v | 435^ | 79v | 79v | 158v | 79v | 277v | 565^ | 287v | 287v | 103v | 100v | 278v | LT | LT | 79v | LT |
| 5.00 - 5.30 | | | | | | | | | | A | 2.4 | 7 | 187 | 1134^ | 294v | 48v | 294v | LT | 48v | 113v | 113v | 181v | 695^ | 252v | 402^ | 455^ | 310v | 240v | LT | LT | 145v | 145v |
| HOUSTON OPEN GOLF-SUN.(S) | | | | | | | | 186 | | A | 2.4 | 7 | 187 | 1396 | 481^ | 225v | 508^ | 240v | 257v | 140v | 102v | 213v | 733^ | 257v | 332^ | 257v | 251v | 391^ | 107v | 48v | 48v | 32v |
| | 1 | SUN. | 2.30P | 120 | NBC | SE | | 93 | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.30 - 3.00 | | | | | | | | | | A | 3.3 | 11 | 257 | 1401 | 479^ | 323^ | 541^ | 264^ | 264^ | 121v | 144v | 253^ | 778^ | 280^ | 374^ | 300^ | 272^ | 404^ | 82v | LT | LT | LT |
| 3.00 - 3.30 | | | | | | | | | | A | 2.6 | 8 | 202 | 1421 | 490^ | 164v | 490^ | 297v | 297v | 187v | 50v | 159v | 703^ | 292v | 376^ | 277v | 214v | 327^ | 173v | 104v | 55v | LT |
| 3.30 - 4.00 | | | | | | | | | | A | 2.1 | 6 | 163 | 1466 | 460^ | 154v | 460^ | 152v | 183v | 69v | 69v | 239v | 778^ | 293v | 324v | 245v | 173v | 454^ | 142v | 80v | 86v | 86v |
| 4.00 - 4.30 | | | | | | | | | | A | 1.8 | 5 | 140 | 1021^ | 414v | 179v | 414v | 178v | 214v | 136v | 86v | 150v | 536^ | 86v | 157v | 114v | 314v | 336v | LT | LT | 71v | 71v |
| IN THE NEWS- 8.26AM | | | | | | | 9 | 193 | 191 | A | 3.8 | 28 | 296 | 1557 | 349^ | 122^ | 372^ | 274^ | 321^ | 159^ | 98v | 51v | 330^ | 179^ | 289^ | 208^ | 151^ | 41v | 152^ | 91v | 703 | 426 |
| | | SAT. | 8.26A | 3 | CBS | CN | | 98 | 97 | B | 4.5 | 27 | 350 | 1448 | 218 | 107 | 243 | 139 | 190 | 119 | 100 | 23 | 249 | 158 | 211 | 142 | 85 | 20 | 153 | 60 | 803 | 412 |
| IN THE NEWS- 8.56AM | | | | | | | 9 | 202 | 201 | A | 5.9 | 34 | 459 | 1471 | 268 | 77^ | 294 | 200^ | 252^ | 175^ | 94^ | LT | 400 | 281 | 329 | 154^ | 119^ | 37v | 201^ | 118^ | 576 | 282 |
| | | SAT. | 8.56A | 3 | CBS | CN | | 99 | 99 | B | 6.5 | 32 | 506 | 1522 | 227 | 99 | 264 | 156 | 212 | 134 | 91 | 29 | 299 | 216 | 259 | 139 | 83 | 20 | 176 | 90 | 783 | 423 |
| IN THE NEWS- 9.26AM | | | | | | | 9 | 202 | 201 | A | 7.6 | 37 | 591 | 1563 | 293 | 132^ | 362 | 226 | 295 | 155^ | 96^ | 40v | 310 | 153^ | 235 | 191^ | 157^ | 63^ | 248 | 93^ | 643 | 293 |
| | | SAT. | 9.26A | 3 | CBS | CN | | 99 | 99 | B | 8.2 | 37 | 638 | 1658 | 284 | 155 | 327 | 189 | 257 | 158 | 116 | 45 | 290 | 176 | 239 | 182 | 107 | 40 | 234 | 85 | 807 | 406 |
| IN THE NEWS-10.26AM | | | | | | | 9 | 196 | 197 | A | 5.6 | 25 | 436 | 1436 | 248^ | 131^ | 372 | 255^ | 284 | 115^ | 32v | 85^ | 219^ | 103^ | 145^ | 85^ | 116^ | 74^ | 64v | 18v | 781 | 360 |
| | | SAT. | 10.26A | 3 | CBS | CN | | 99 | 99 | B | 6.4 | 27 | 498 | 1632 | 270 | 124 | 331 | 194 | 250 | 155 | 98 | 66 | 317 | 189 | 248 | 171 | 103 | 61 | 159 | 46 | 825 | 394 |
| IN THE NEWS-11.56AM | | | | | | | 9 | 186 | 189 | A | 5.4 | 24 | 420 | 1255 | 328 | 47v | 331 | 138^ | 193^ | 135^ | 127^ | 130^ | 120^ | 106^ | 106^ | LT | 14v | 14v | 84^ | 52v | 720 | 307 |
| | | SAT. | 11.56A | 3 | CBS | CN | | 97 | 97 | B | 5.8 | 24 | 451 | 1509 | 311 | 98 | 323 | 164 | 222 | 154 | 101 | 94 | 289 | 215 | 243 | 134 | 55 | 41 | 154 | 64 | 743 | 369 |
| IN THE NEWS-12.26PM | | | | | | | 9 | 181 | 182 | A | 4.9 | 22 | 381 | 1517 | 397 | 134^ | 397 | 208^ | 265^ | 179^ | 136^ | 118^ | 229^ | 179^ | 197^ | 64v | 30v | 32v | 162^ | 107^ | 729 | 408 |
| | | SAT. | 12.26P | 3 | CBS | CN | | 95 | 97 | B | 5.5 | 22 | 428 | 1572 | 347 | 108 | 378 | 190 | 264 | 164 | 125 | 107 | 292 | 201 | 236 | 121 | 58 | 53 | 198 | 82 | 704 | 383 |
| IN THE NEWS-12.56PM | | | | | | | 9 | 168 | 164 | A | 4.9 | 21 | 381 | 1517 | 499 | 197^ | 499 | 355 | 393 | 244^ | 78v | 95^ | 283^ | 207^ | 227^ | 129^ | 52v | 42v | 139^ | 73v | 596 | 361 |
| | | SAT. | 12.56P | 3 | CBS | CN | | 92 | 85 | B | 5.4 | 21 | 420 | 1555 | 388 | 148 | 417 | 216 | 308 | 207 | 129 | 108 | 286 | 180 | 224 | 147 | 78 | 50 | 190 | 108 | 662 | 357 |
| IN THE NEWS- 1.26PM | | | | | | | 9 | 159 | 160 | A | 4.7 | 20 | 366 | 1456 | 504 | 118^ | 543 | 355 | 404 | 253^ | 54v | 134^ | 230^ | 145^ | 164^ | 100^ | 66v | 50v | 123^ | 60v | 560 | 382 |
| | | SAT. | 1.26P | 3 | CBS | CN | | 90 | 85 | B | 5.1 | 20 | 397 | 1663 | 427 | 156 | 476 | 221 | 311 | 238 | 144 | 146 | 375 | 168 | 238 | 196 | 148 | 107 | 176 | 85 | 636 | 372 |
| IN THE NEWS- 8.26AM-SUN. | | | | | | | 5 | 45 | | A | .5 | 5 | 39 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| | 1 | SUN. | 8.26A | 3 | CBS | CN | | 32 | | B | .9 | 8 | 70 | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT | LT |
| IN THE NEWS-10.56AM | | | | | | | 9 | 195 | 197 | A | 4.9 | 22 | 381 | 1491 | 298^ | 24v | 314^ | 163^ | 237^ | 139^ | 79v | 72v | 218^ | 165^ | 186^ | 79v | 53v | 32v | 46v | 15v | 913 | 523 |
| | | SAT. | 10.56A | 3 | CBS | CN | | 98 | 99 | B | 5.7 | 24 | 443 | 1548 | 288 | 108 | 325 | 160 | 242 | 165 | 133 | 68 | 307 | 206 | 248 | 172 | 78 | 54 | 135 | 59 | 781 | 382 |
| IN THE NEWS-11.26AM | | | | | | | 9 | 186 | 189 | A | 5.5 | 25 | 428 | 1376 | 339 | 52v | 339 | 152^ | 215^ | 117^ | 86^ | 114^ | 114^ | 74^ | 105^ | 61v | 40v | LT | 121^ | 58v | 802 | 418 |
| | | SAT. | 11.26A | 3 | CBS | CN | | 97 | 97 | B | 5.8 | 24 | 451 | 1550 | 323 | 104 | 338 | 171 | 239 | 156 | 110 | 90 | 299 | 211 | 251 | 172 | 65 | 43 | 163 | 50 | 750 | 372 |
| ISSUES AND ANSWERS | | | | | | | 28 | 190 | 165 | A | 2.6 | 11 | 202 | 1401 | 649 | 154^ | 678 | 153^ | 243^ | 104v | 135v | 435^ | 619 | 218^ | 263^ | 172^ | 198^ | 332^ | 54v | LT | 50v | 25v |
| | | SUN. | 12.00N | 30 | ABC | CC | | 97 | 88 | B | 3.9 | 14 | 303 | 1349 | 546 | 142 | 581 | 128 | 238 | 203 | 244 | 312 | 591 | 153 | 261 | 263 | 290 | 270 | 72 | 32 | 105 | 72 |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18-34 | WOMEN 18-49 | WOMEN 25-54 | WOMEN 35-64 | WOMEN 55+ | MEN TOTAL | MEN 18-34 | MEN 18-49 | MEN 25-54 | MEN 35-64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6-11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| JASON OF STAR COMMAND | 9 | 159 | 160 | A | 5.2 | 23 | 405 | 1400 | 475 | 113^ | 499 | 325 | 370 | 239^ | 80^ | 117^ | 244^ | 163^ | 185^ | 104^ | 61v | 42v | 106^ | 52v | 551 | 336 |
| SAT. 1.00P 30 CBS CL | | 90 | 85 | B | 5.3 | 21 | 412 | 1614 | 414 | 153 | 468 | 224 | 316 | 234 | 147 | 136 | 322 | 153 | 218 | 178 | 126 | 80 | 172 | 83 | 652 | 363 |
| JONNY QUEST | 30 | 139 | 147 | A | 3.0 | 13 | 233 | 1318 | 155^ | 150^ | 210^ | 162^ | 189^ | 107v | 48v | LT | 158^ | 73v | 103v | 51v | 51v | 55v | 125v | 86v | 825 | 532 |
| SAT. 12.00N 30 NBC CA | | 71 | 74 | B | 4.7 | 17 | 366 | 1623 | 253 | 109 | 301 | 163 | 199 | 112 | 88 | 82 | 334 | 180 | 260 | 153 | 115 | 61 | 201 | 87 | 787 | 446 |
| KENTUCKY DERBY(S) | | 213 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 SAT. 5.00P 66 ABC SE | | 99 | | A | 16.0 | 46 | 1245 | 1885 | 690 | 294 | 786 | 239 | 378 | 381 | 364 | 345 | 784 | 228 | 432 | 379 | 390 | 313 | 93^ | 65^ | 222 | 188^ |
| 5.00 - 5.30 | | | | A | 14.1 | 43 | 1097 | 1870 | 661 | 245 | 757 | 202^ | 344 | 365 | 381 | 355 | 769 | 212^ | 427 | 368 | 389 | 305 | 94^ | 68^ | 250 | 209^ |
| 5.30 - 6.00 | | | | A | 18.0 | 49 | 1400 | 1919 | 713 | 332 | 809 | 262 | 403 | 399 | 359 | 341 | 812 | 242 | 443 | 392 | 401 | 330 | 99^ | 70^ | 199 | 168^ |
| KIDS ARE PEOPLE TOO I | 32 | 123 | 122 | A | 2.0 | 10 | 156 | 1429 | 480^ | 327^ | 480^ | 237^ | 372^ | 212^ | 218^ | 95v | 167v | 77v | 128v | 77v | 64v | 39v | 71v | LT | 711^ | 360^ |
| 1 SUN. 10.30A 33 ABC CL | | 82 | 82 | B | 3.1 | 13 | 241 | 1520 | 383 | 114 | 399 | 205 | 281 | 183 | 153 | 104 | 334 | 179 | 241 | 182 | 123 | 73 | 178 | 89 | 609 | 395 |
| 2 SUN. 10.30A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10.30 - 11.00 | | | | A | 1.9 | 9 | 148 | 1507 | 499^ | 364^ | 499^ | 257^ | 392^ | 217^ | 223^ | 93v | 182v | 94v | 134v | 74v | 61v | 48v | 62v | LT | 764^ | 385^ |
| KIDS ARE PEOPLE TOO II | 31 | 123 | 122 | A | 2.7 | 13 | 210 | 1619 | 643 | 266^ | 639 | 247^ | 438^ | 262^ | 363^ | 201^ | 352^ | 99v | 276^ | 219^ | 206^ | 76v | 161^ | 85v | 467^ | 262^ |
| 1 SUN. 11.03A 27 ABC CL | | 82 | 82 | B | 3.5 | 14 | 272 | 1524 | 407 | 111 | 433 | 198 | 288 | 195 | 182 | 127 | 378 | 177 | 257 | 204 | 161 | 96 | 197 | 104 | 516 | 332 |
| 2 SUN. 11.00A 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MEET THE PRESS | 32 | 195 | 191 | A | 3.2 | 14 | 249 | 1221 | 489 | 168^ | 497 | 124^ | 147^ | 116v | 144^ | 337^ | 546 | 141^ | 206^ | 193^ | 200^ | 312^ | 61v | 29v | 117v | 36v |
| SUN. 12.30P 30 NBC CC | | 98 | 98 | B | 4.3 | 16 | 335 | 1389 | 526 | 137 | 571 | 106 | 175 | 171 | 225 | 347 | 691 | 154 | 257 | 277 | 307 | 351 | 48 | 17 | 79 | 52 |
| NBA CHAMPIONSHIP GAME 3(S) | | 191 | | A | 7.6 | 25 | 591 | 1325 | 332^ | 129^ | 357^ | 110^ | 243^ | 276^ | 218^ | 54v | 729 | 311^ | 510 | 420 | 357^ | 143^ | 139^ | LT | 100v | 83v |
| 2 SAT. 3.30P 150 CBS SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | A | 6.5 | 24 | 506 | 1478 | 448^ | 145^ | 448^ | 200^ | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | | | | |
| 4.00 - 4.30 | | | | A | 7.3 | 25 | 568 | 1357 | 376^ | 130^ | 376^ | 108^ | 280^ | 327^ | 233^ | 35v | 753 | 320^ | 522 | 410^ | 353^ | 160^ | 113^ | LT | 115^ | 115^ |
| 4.30 - 5.00 | | | | A | 7.5 | 24 | 584 | 1288 | 359^ | 132^ | 391^ | 86v | 266^ | 342^ | 276^ | 49v | 623 | 267^ | 431 | 334^ | 307^ | 129^ | 208^ | LT | 66v | 66v |
| 5.00 - 5.30 | | | | A | 8.3 | 25 | 646 | 1367 | 274^ | 129^ | 314^ | 80v | 182^ | 219^ | 199^ | 73v | 801 | 343^ | 552 | 499 | 407 | 137^ | 191^ | LT | 61v | 61v |
| 5.30 - 6.00 | | | | A | 8.6 | 26 | 669 | 1136 | 226^ | 117^ | 266^ | 87v | 169^ | 142^ | 152^ | 67v | 740 | 314^ | 534 | 458 | 365 | 144^ | 79v | LT | 51v | LT |
| NBA CHAMPIONSHIP GAME 4(S) | | 190 | | A | 10.8 | 35 | 840 | 1719 | 350 | 257^ | 426 | 180^ | 313 | 235^ | 189^ | 79^ | 1009 | 421 | 694 | 663 | 506 | 215^ | 128^ | 47v | 156^ | 113^ |
| 2 SUN. 1.00P 154 CBS SE | | 99 | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.00 - 1.30 | | | | A | 7.6 | 29 | 591 | 1780 | 370^ | 254^ | 446 | 190^ | 292^ | 192^ | 155^ | 121^ | 1064 | 500 | 730 | 726 | 472 | 215^ | 135^ | 24v | 135^ | 96v |
| 1.30 - 2.00 | | | | A | 10.6 | 35 | 825 | 1690 | 360 | 247^ | 444 | 192^ | 317 | 218^ | 191^ | 94^ | 971 | 408 | 707 | 664 | 493 | 168^ | 134^ | 43v | 141^ | 101^ |
| 2.00 - 2.30 | | | | A | 10.7 | 34 | 832 | 1719 | 354 | 294 | 469 | 251^ | 380 | 223^ | 174^ | 67v | 971 | 422 | 689 | 627 | 478 | 179^ | 125^ | 59v | 154^ | 111^ |
| 2.30 - 3.00 | | | | A | 11.6 | 35 | 902 | 1665 | 347 | 287 | 430 | 172^ | 307 | 238^ | 205^ | 80^ | 976 | 378 | 645 | 619 | 511 | 230^ | 103^ | 50v | 156^ | 119^ |
| 3.00 - 3.30 | | | | A | 13.3 | 39 | 1035 | 1724 | 320 | 217^ | 359 | 119^ | 264 | 262 | 198^ | 57v | 1060 | 414 | 707 | 688 | 555 | 262 | 133^ | 54v | 172^ | 122^ |
| NBA PLAYOFF-GM.1 | 4 | 192 | | A | 13.9 | 39 | 1081 | 1637 | 440 | 197^ | 480 | 206^ | 263 | 232 | 170^ | 194^ | 934 | 435 | 666 | 524 | 462 | 194^ | 169^ | 17v | 54v | 49v |
| 1 SUN. 3.30P 155 CBS SE | | 99 | | B | 10.8 | 33 | 840 | 1577 | 350 | 128 | 378 | 120 | 195 | 189 | 167 | 148 | 949 | 459 | 670 | 509 | 414 | 224 | 151 | 18 | 99 | 83 |
| 3.30 - 4.00 | | | | A | 11.8 | 36 | 918 | 1552 | 445 | 144^ | 478 | 190^ | 248^ | 203^ | 179^ | 204^ | 875 | 373 | 643 | 526 | 462 | 181^ | 165^ | 18v | 34v | 34v |
| 4.00 - 4.30 | | | | A | 13.4 | 39 | 1043 | 1575 | 428 | 151^ | 461 | 190^ | 241 | 185^ | 161^ | 205^ | 901 | 397 | 626 | 507 | 460 | 198^ | 166^ | 15v | 47v | 47v |
| 4.30 - 5.00 | | | | A | 13.2 | 36 | 1027 | 1642 | 413 | 207^ | 460 | 232 | 263 | 224^ | 135^ | 180^ | 954 | 455 | 693 | 549 | 472 | 179^ | 173^ | 23v | 55v | 55v |
| 5.00 - 5.30 | | | | A | 14.6 | 40 | 1136 | 1651 | 434 | 219 | 479 | 205^ | 260 | 237 | 168^ | 195^ | 972 | 466 | 707 | 534 | 480 | 194^ | 177^ | 15v | 23v | 23v |
| 5.30 - 6.00 | | | | A | 16.2 | 41 | 1260 | 1717 | 460 | 238 | 502 | 215 | 289 | 282 | 187 | 182^ | 960 | 477 | 673 | 510 | 443 | 208 | 170^ | 14v | 85^ | 73^ |
| NBC MAJOR LEAGUE PRE GAME | 4 | 205 | 204 | A | 4.5 | 19 | 350 | 1491 | 445 | 51v | 454 | 125^ | 249^ | 190^ | 180^ | 202^ | 655 | 218^ | 284^ | 211^ | 276^ | 298^ | 174^ | 80v | 208^ | 135^ |
| 1 SAT. 1.00P 22 NBC SC | | 93 | 96 | B | 4.7 | 20 | 366 | 1421 | 372 | 37 | 385 | 86 | 182 | 155 | 155 | 188 | 699 | 256 | 366 | 260 | 279 | 287 | 158 | 69 | 179 | 98 |
| 2 SAT. 2.00P 17 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC MAJOR LEAGUE GAME | 4 | 205 | 204 | A | 6.0 | 22 | 467 | 1364 | 362 | 49v | 379 | 76^ | 143^ | 121^ | 123^ | 217^ | 761 | 209^ | 320 | 301 | 353 | 336 | 89^ | 39v | 135^ | 103^ |
| 1 SAT. 1.22P 158 NBC SE | | 94 | 96 | B | 6.4 | 23 | 498 | 1318 | 367 | 76 | 388 | 100 | 170 | 137 | 128 | 203 | 754 | 236 | 364 | 303 | 318 | 328 | 76 | 28 | 100 | 68 |
| 2 SAT. 2.17P 170 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.30 - 2.00 | | | | A | 5.6 | 23 | 436 | 1429 | 385^ | 49v | 445^ | 108v | 108v | 60v | 95v | 314^ | 740 | 145^ | 213^ | 190^ | 238^ | 461^ | 124v | LT | 120v | 78v |
| CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

## 1ST MAY 1981 REPORT

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12–17) TOTAL | TEENS FEM. | CHILDREN (2–11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NBC MAJOR LEAGUE G-CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.00 - 2.30 | | | | A | 6.0 | 22 | 467 | 1266 | 279^ | 33v | 317^ | 54v | 54v | 29v | 77v | 234^ | 782 | 170^ | 229^ | 248^ | 314^ | 425^ | | | | |
| 2.30 - 3.00 | | | | A | 6.1 | 24 | 475 | 1467 | 338 | 69^ | 354 | 97^ | 169^ | 137^ | 105^ | 174^ | 834 | 286 | 403 | 324 | 369 | 336 | LT | LT | 167^ | 146^ |
| 3.00 - 3.30 | | | | A | 6.6 | 25 | 513 | 1368 | 340 | 47v | 357 | 68^ | 127^ | 124^ | 97^ | 211^ | 794 | 249 | 363 | 309 | 353 | 348 | 112^ | 65^ | 167^ | 133^ |
| 3.30 - 4.00 | | | | A | 5.8 | 22 | 451 | 1231 | 411 | 31v | 428 | 55v | 177^ | 177^ | 164^ | 231^ | 641 | 158^ | 238^ | 216^ | 304 | 320 | 85^ | 54v | 132^ | 99^ |
| 4.00 - 4.30 | | | | A | 5.8 | 20 | 451 | 1324 | 326^ | 51v | 326^ | 84v | 137^ | 104v | 118v | 167^ | 799 | 186^ | 362^ | 429^ | 472^ | 280^ | 82^ | 51v | 80^ | 67v |
| 4.30 - 5.00 | | | | A | 6.6 | 21 | 513 | 1259 | 328^ | 40v | 328^ | 56v | 105v | 83v | 145^ | 198^ | 735 | 163^ | 324^ | 404^ | 437^ | 235^ | 62v | LT | 137^ | 97v |
| | | | | | | | | | | | | | | | | | | | | | | | 55v | LT | 141^ | 104v |
| NEW FAT ALBERT SHOW | 9 | 181 | 182 | A | 5.4 | 24 | 420 | 1460 | 400 | 136^ | 403 | 214^ | 264^ | 181^ | 141^ | 127^ | 197^ | 173^ | 181^ | 31v | 15v | 16v | 138^ | 81^ | 722 | 367 |
| SAT. 12.00N 30 CBS CA | | 95 | 97 | B | 5.7 | 23 | 443 | 1444 | 330 | 116 | 354 | 184 | 247 | 156 | 114 | 102 | 243 | 165 | 197 | 110 | 58 | 43 | 163 | 71 | 684 | 348 |
| PLASTICMAN/BABY PLAS SHOW | 30 | 183 | 186 | A | 5.0 | 23 | 389 | 1476 | 218^ | 116^ | 270^ | 204^ | 222^ | 111^ | 18v | 48v | 157^ | 95^ | 118^ | 62v | 62v | LT | 275^ | 133^ | 774 | 470 |
| SAT. 11.30A 30 ABC CA | | 95 | 96 | B | 6.1 | 25 | 475 | 1538 | 242 | 104 | 271 | 134 | 181 | 149 | 107 | 64 | 233 | 116 | 174 | 115 | 86 | 50 | 212 | 96 | 822 | 507 |
| RICHIE RICH | 25 | 194 | 194 | A | 6.6 | 31 | 513 | 1657 | 243 | 102^ | 262 | 118^ | 181^ | 110^ | 96^ | 81^ | 149^ | 36v | 111^ | 104^ | 96^ | 30v | 294 | 118^ | 952 | 521 |
| SAT. 9.30A 30 ABC CA | | 99 | 99 | B | 7.6 | 31 | 591 | 1668 | 234 | 90 | 255 | 140 | 185 | 133 | 78 | 59 | 157 | 78 | 123 | 95 | 65 | 29 | 196 | 91 | 1060 | 658 |
| SCHOOLHOUSE ROCK-8.26AM | 26 | 176 | 175 | A | 4.0 | 31 | 311 | 1486 | 142^ | LT | 142^ | 142^ | 142^ | 36v | LT | LT | 64v | 55v | 55v | 30v | LT | LT | 99^ | LT | 1181 | 656 |
| SAT. 8.26A 3 ABC CN | | 90 | 91 | B | 4.4 | 28 | 342 | 1613 | 218 | 85 | 236 | 144 | 178 | 116 | 76 | 44 | 173 | 90 | 139 | 100 | 63 | 30 | 142 | 39 | 1062 | 622 |
| SCHOOLHOUSE ROCK-10.26AM | 30 | 192 | 194 | A | 6.8 | 30 | 529 | 1715 | 323 | 191^ | 365 | 233 | 322 | 159^ | 105^ | 43v | 100^ | 50v | 71^ | 21v | 28v | 29v | 400 | 232 | 850 | 514 |
| SAT. 10.26A 3 ABC CN | | 99 | 99 | B | 7.7 | 29 | 599 | 1582 | 229 | 97 | 256 | 147 | 191 | 127 | 82 | 50 | 185 | 105 | 154 | 101 | 65 | 27 | 222 | 116 | 919 | 567 |
| SCHOOLHOUSE ROCK-10.56AM | 25 | 192 | 194 | A | 6.0 | 27 | 467 | 1563 | 293 | 154^ | 337 | 200^ | 286 | 139^ | 104^ | 51v | 128^ | 62v | 81^ | 19v | 27v | 47v | 256^ | 140^ | 842 | 490 |
| SAT. 10.56A 3 ABC CN | | 98 | 98 | B | 7.3 | 28 | 568 | 1620 | 255 | 111 | 277 | 165 | 212 | 147 | 88 | 50 | 251 | 154 | 209 | 115 | 74 | 39 | 247 | 117 | 845 | 515 |
| SCHOOLHOUSE ROCK-11.55AM | 28 | 139 | 125 | A | 2.3 | 10 | 179 | 1402 | 469^ | 263^ | 497^ | 212^ | 302^ | 264^ | 246^ | 161v | 200^ | LT | LT | 95v | 156v | 105v | 84v | LT | 621^ | 229^ |
| SUN. 11.55A 4 ABC CN | | 86 | 85 | B | 3.0 | 11 | 233 | 1444 | 485 | 176 | 519 | 176 | 252 | 208 | 179 | 240 | 384 | 144 | 206 | 180 | 132 | 149 | 101 | 45 | 440 | 268 |
| SCOOBY & SCRAPPY DOO | 25 | 192 | 194 | A | 7.6 | 34 | 591 | 1707 | 315 | 183^ | 355 | 222 | 306 | 160^ | 103^ | 49v | 89^ | 38v | 60^ | 29v | 32v | 29v | 403 | 222 | 860 | 486 |
| SAT. 10.00A 30 ABC CA | | 99 | 99 | B | 8.5 | 32 | 661 | 1605 | 229 | 96 | 255 | 153 | 191 | 128 | 72 | 51 | 175 | 96 | 143 | 98 | 65 | 27 | 222 | 111 | 953 | 585 |
| SPORTSWORLD | 16 | 184 | 190 | A | 5.5 | 15 | 428 | 1393 | 526 | 271^ | 554 | 257^ | 371 | 250^ | 177^ | 162^ | 633 | 229^ | 362 | 280^ | 259^ | 257^ | 119^ | 40v | 87^ | 75^ |
| 1 SUN. 4.30P 90 NBC SE | | 95 | 96 | B | 6.4 | 16 | 498 | 1644 | 537 | 206 | 574 | 209 | 335 | 288 | 250 | 201 | 822 | 291 | 492 | 446 | 387 | 256 | 115 | 40 | 133 | 95 |
| 2 SUN. 4.00P 120 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.00 - 4.30 | | | | A | 6.4 | 18 | 498 | 1600 | 722 | 422^ | 818 | 451^ | 600 | 357^ | 167^ | 200^ | 568 | 267^ | 390^ | 202^ | 190^ | 178^ | 154^ | 58v | 60v | 60v |
| 4.30 - 5.00 | | | | A | 5.4 | 15 | 420 | 1321 | 534 | 286^ | 534 | 305 | 383 | 220^ | 126^ | 127^ | 654 | 292 | 395 | 296 | 252^ | 235^ | 66v | 31v | 67v | 67v |
| 5.00 - 5.30 | | | | A | 5.2 | 14 | 405 | 1326 | 477 | 244^ | 484 | 192^ | 306 | 247^ | 200^ | 151^ | 628 | 207^ | 333 | 289^ | 272^ | 280^ | 138^ | 47v | 76^ | 76^ |
| 5.30 - 6.00 | | | | A | 5.5 | 14 | 428 | 1409 | 450 | 195^ | 483 | 158^ | 287 | 217^ | 211^ | 184^ | 661 | 163^ | 344 | 308 | 305 | 302 | 136^ | 33v | 129^ | 90^ |
| SUNDAY MORNING | 32 | 136 | 135 | A | 4.0 | 23 | 311 | 1347 | 498 | 154^ | 517 | 32v | 125^ | 153^ | 306^ | 355^ | 633 | 271^ | 341^ | 286^ | 241^ | 266^ | 45v | 22v | 152^ | 84v |
| SUN. 9.00A 90 CBS N | | 84 | 84 | B | 4.5 | 22 | 350 | 1415 | 568 | 188 | 611 | 131 | 267 | 281 | 348 | 289 | 624 | 200 | 317 | 335 | 310 | 243 | 67 | 15 | 113 | 69 |
| 9.00 - 9.30 | | | | A | 3.4 | 23 | 265 | 1657 | 548 | 197^ | 552 | 27v | 189^ | 201^ | 371^ | 351^ | 838 | 440^ | 513 | 434^ | 266^ | 277^ | 52v | 25v | 215^ | 140^ |
| 9.30 - 10.00 | | | | A | 4.2 | 25 | 327 | 1425 | 512 | 168^ | 536 | LT | 128^ | 160^ | 331^ | 376 | 700 | 331^ | 404 | 309^ | 241^ | 278^ | 57v | 36v | 132^ | 65v |
| 10.00 - 10.30 | | | | A | 4.3 | 22 | 335 | 1063 | 459 | 102^ | 492 | 56v | 84v | 114^ | 246^ | 348^ | 421 | 86v | 155^ | 156^ | 224^ | 254^ | 34v | LT | 116^ | 57v |
| TARZAN/LONE RANGER-1 | 9 | 197 | 197 | A | 5.9 | 26 | 459 | 1466 | 283 | 118^ | 390 | 243^ | 281 | 114^ | 41v | 106^ | 201^ | 116^ | 151^ | 79^ | 85^ | 50v | 93^ | 24v | 782 | 370 |
| SAT. 10.00A 30 CBS CA | | 99 | 99 | B | 6.6 | 28 | 513 | 1584 | 272 | 122 | 332 | 198 | 251 | 147 | 93 | 68 | 308 | 190 | 251 | 163 | 95 | 51 | 156 | 50 | 788 | 376 |
| TARZAN/LONE RANGER-2 | 9 | 195 | 197 | A | 5.1 | 23 | 397 | 1526 | 303^ | 21v | 318 | 180^ | 244^ | 151^ | 70v | 68v | 209^ | 134^ | 174^ | 98^ | 75v | 35v | 49v | 14v | 950 | 514 |
| SAT. 10.30A 30 CBS CA | | 98 | 99 | B | 6.0 | 25 | 467 | 1561 | 288 | 110 | 326 | 170 | 248 | 164 | 119 | 67 | 320 | 206 | 261 | 184 | 88 | 56 | 133 | 52 | 782 | 374 |
| 30 MINUTES | 9 | 167 | 171 | A | 4.0 | 17 | 311 | 1566 | 579 | 215^ | 636 | 333^ | 407 | 341^ | 129^ | 215^ | 357^ | 192^ | 241^ | 125^ | 122^ | 101^ | 162^ | 65v | 411 | 277^ |
| SAT. 1.30P 30 CBS DN | | 92 | 86 | B | 4.3 | 16 | 335 | 1637 | 532 | 196 | 576 | 216 | 334 | 303 | 228 | 206 | 460 | 198 | 285 | 240 | 216 | 125 | 176 | 69 | 425 | 234 |
| THUNDARR-THE BARBARIAN | 30 | 192 | 194 | A | 6.3 | 29 | 490 | 1608 | 274 | 154^ | 317 | 183^ | 272 | 139^ | 106^ | 45v | 137^ | 58v | 90^ | 32v | 40v | 47v | 301 | 171^ | 853 | 520 |
| SAT. 10.30A 30 ABC CA | | 98 | 98 | B | 7.5 | 29 | 584 | 1626 | 247 | 99 | 269 | 160 | 205 | 149 | 86 | 46 | 226 | 137 | 185 | 109 | 69 | 34 | 247 | 122 | 884 | 539 |

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAY 1981 REPORT

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS & PROGRAM COVERAGE WK 1 | WK 2 | KEY | HOUSEHOLD AUDIENCES AVG. AUD. % | SHARE % | AVG. AUD. (0,000) | TOTAL PERSONS (2+) | LADY OF HOUSE | WORKING WOM. | WOMEN TOTAL | WOMEN 18–34 | WOMEN 18–49 | WOMEN 25–54 | WOMEN 35–64 | WOMEN 55+ | MEN TOTAL | MEN 18–34 | MEN 18–49 | MEN 25–54 | MEN 35–64 | MEN 55+ | TEENS (12-17) TOTAL | TEENS FEM. | CHILDREN (2-11) TOTAL | CHILDREN 6–11 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TIME OUT-8:28AM | | | | | 32 | 183 | 190 | A | 2.8 | 22 | 218 | 1835 | 252^ | 174^ | 252^ | 206^ | 252^ | 174^ | 46v | LT | 248^ | 175^ | 212^ | 129v | 73v | 36v | 115v | LT | 1220 | 651 |
| SAT. | 8.28A | 2 | NBC | CN | | 95 | 96 | B | 3.5 | 25 | 272 | 1533 | 166 | 43 | 169 | 96 | 125 | 100 | 50 | 38 | 137 | 75 | 97 | 66 | 52 | 33 | 118 | 23 | 1109 | 666 |
| TIME OUT-9:28AM | | | | | 32 | 201 | 203 | A | 3.2 | 16 | 249 | 1462 | 241^ | 69v | 241^ | 69v | 120v | 156^ | 124^ | 48v | 101v | 76v | 101v | 73v | 25v | LT | 128^ | 56v | 992 | 615 |
| SAT. | 9.28A | 2 | NBC | CN | | 99 | 99 | B | 4.6 | 21 | 358 | 1704 | 210 | 87 | 235 | 123 | 160 | 121 | 78 | 56 | 138 | 65 | 99 | 72 | 60 | 32 | 222 | 84 | 1109 | 683 |
| TIME OUT-10:28AM | | | | | 32 | 201 | 203 | A | 4.7 | 21 | 366 | 1413 | 195^ | 91^ | 222^ | 117^ | 129^ | 123^ | 64v | 41v | 267^ | 179^ | 202^ | 71v | 70v | 49v | 194^ | 136^ | 730 | 405 |
| SAT. | 10.28A | 2 | NBC | CN | | 99 | 99 | B | 4.8 | 19 | 373 | 1651 | 262 | 100 | 290 | 155 | 195 | 112 | 86 | 77 | 218 | 114 | 163 | 107 | 90 | 47 | 244 | 103 | 899 | 567 |
| TIME OUT-11:28AM | | | | | 32 | 173 | 196 | A | 4.2 | 19 | 327 | 1254 | 187^ | 169^ | 285^ | 174^ | 195^ | 125^ | 80v | 52v | 175^ | 98^ | 138^ | 136^ | 64v | LT | 164^ | 116^ | 630 | 324^ |
| SAT. | 11.28A | 2 | NBC | CN | | 83 | 96 | B | 5.3 | 21 | 412 | 1600 | 274 | 100 | 336 | 176 | 218 | 111 | 93 | 102 | 289 | 168 | 219 | 127 | 100 | 57 | 228 | 85 | 747 | 452 |
| TIME OUT-12:28PM | | | | | 31 | 139 | 147 | A | 2.5 | 11 | 195 | 1221 | 133v | 139v | 179^ | 154v | 154v | 91v | 25v | LT | 189^ | 77v | 128v | 82v | 77v | 61v | 139v | 97v | 714 | 451^ |
| SAT. | 12.28P | 2 | NBC | CN | | 71 | 74 | B | 4.3 | 16 | 335 | 1614 | 250 | 105 | 297 | 163 | 197 | 115 | 87 | 77 | 339 | 186 | 263 | 160 | 113 | 64 | 202 | 86 | 776 | 426 |
| TOM AND JERRY | | | | | 9 | 193 | 191 | A | 3.2 | 25 | 249 | 1438 | 312^ | 133^ | 349^ | 253^ | 313^ | 161^ | 96v | 36v | 237^ | 148^ | 213^ | 153^ | 89v | 24v | 149^ | 84v | 703 | 434^ |
| SAT. | 8.00A | 30 | CBS | CA | | 98 | 97 | B | 3.9 | 25 | 303 | 1453 | 206 | 107 | 228 | 122 | 174 | 127 | 102 | 20 | 245 | 152 | 200 | 140 | 87 | 22 | 160 | 69 | 820 | 435 |
| TOURN. OF CHAMPIONS-SAT.(S) | | | | | | 156 | | A | 3.3 | 12 | 257 | 1397 | 564^ | 241^ | 809^ | 269^ | 463^ | 303^ | 311^ | 331^ | 425^ | 105v | 210v | 151v | 230v | 215v | 70v | LT | 93v | 86v |
| 1 SAT. | 3.30P | 99 | CBS | SE | | 88 | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.30 - 4.00 | | | | | | | | A | 3.4 | 13 | 265 | 1498 | 672^ | 355^ | 902 | 374^ | 550^ | 320^ | 328^ | 352^ | 460^ | 176v | 263^ | 181v | 174v | 197v | 53v | LT | 83v | 64v |
| 4.00 - 4.30 | | | | | | | | A | 3.4 | 13 | 265 | 1313 | 490^ | 170v | 746^ | 241^ | 426^ | 288^ | 265^ | 300^ | 445^ | 102v | 215v | 113v | 276^ | 230^ | 65v | LT | 57v | 57v |
| 4.30 - 5.00 | | | | | | | | A | 3.1 | 11 | 241 | 1465 | 568^ | 266^ | 875^ | 236v | 494^ | 358^ | 378^ | 360^ | 410^ | 54v | 208v | 208v | 278^ | 202v | 84v | LT | 96v | 96v |
| TOURN. OF CHAMPIONS-SAT.(S) | | | | | | | 175 | A | 2.0 | 7 | 156 | 1346^ | 448^ | 109v | 455^ | 122v | 225v | 218v | 205v | 218v | 659^ | 204v | 441^ | 340v | 334v | 192v | 161v | 64v | 71v | 39v |
| 2 SAT. | 3.00P | 120 | ABC | SE | | | 92 | | | | | | | | | | | | | | | | | | | | | | | |
| 3.00 - 3.30 | | | | | | | | A | 2.3 | 9 | 179 | 1268^ | 452^ | 145v | 452^ | 101v | 229v | 268v | 295v | 184v | 643^ | 179v | 476^ | 381^ | 369^ | 167v | 134v | LT | 39v | LT |
| 3.30 - 4.00 | | | | | | | | A | 1.7 | 6 | 132 | 1121^ | 432v | 121v | 432v | 136v | 265v | 250v | 220v | 167v | 598^ | 174v | 393v | 333v | 318v | 182v | 91v | LT | LT | LT |
| 4.00 - 4.30 | | | | | | | | A | 1.9 | 7 | 148 | 1345^ | 420^ | 54v | 420^ | 81v | 176v | 176v | 163v | 244v | 635^ | 237v | 398v | 277v | 270v | 190v | 195v | 128v | 95v | 61v |
| 4.30 - 5.00 | | | | | | | | A | 2.2 | 7 | 171 | 1515 | 450^ | 105v | 450^ | 146v | 193v | 152v | 116v | 257v | 732^ | 217v | 462^ | 346v | 356^ | 235v | 199v | 123v | 134v | 87v |
| TOURN. OF CHAMPIONS-SUN.(S) | | | | | | | 180 | A | 2.2 | 7 | 171 | 1661 | 528^ | 205v | 534^ | 130v | 369^ | 388^ | 304v | 146v | 983^ | 346v | 749^ | 684^ | 496^ | 194v | 144v | 98v | LT | LT |
| 2 SUN. | 1.30P | 120 | ABC | SE | | | 93 | | | | | | | | | | | | | | | | | | | | | | | |
| 1.30 - 2.00 | | | | | | | | A | 1.8 | 6 | 140 | 1750 | 809^ | 200v | 809^ | 202v | 651^ | 665^ | 535^ | 144v | 871^ | 399v | 563^ | 556^ | 364v | 180v | 70v | 70v | LT | LT |
| 2.00 - 2.30 | | | | | | | | A | 2.2 | 7 | 171 | 1678 | 561^ | 304v | 561^ | 151v | 398^ | 433^ | 346v | 128v | 936^ | 134v | 720^ | 633^ | 655^ | 216v | 181v | 64v | LT | LT |
| 2.30 - 3.00 | | | | | | | | A | 2.2 | 7 | 171 | 1988 | 473^ | 269v | 473^ | 123v | 316v | 332v | 269v | 141v | 1381^ | 382^ | 1135^ | 1128^ | 888^ | 188v | 134v | 76v | LT | LT |
| 3.00 - 3.30 | | | | | | | | A | 2.6 | 7 | 202 | 1262 | 336^ | 60v | 336^ | 60v | 183v | 183v | 123v | 153v | 753^ | 441^ | 564^ | 440^ | 123v | 189v | 173v | 173v | LT | LT |



KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE. MON. APR. 27, 1981 (WEEK 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 15,480<br>19.9 | | | | 18,440<br>23.7 | | | | 12,140<br>15.6 | | | |
| Program | | | | | ← THAT'S INCREDIBLE (R) → | | | | ← AMERICAN DREAM (OP) → | | | | ← ABC NEWS CLOSEUP NEAR ARMAGEDDON → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,050<br>14.2 | 12.9* | | 15.6* | 13,620<br>17.5 | 16.5* | | 18.6* | 7,780<br>10.0 | 10.6* | | 9.4* |
| SHARE OF AUDIENCE % | | | | | 25 | 24 * | | 27 * | 28 | 26 * | | 29 * | 17 | 17 * | | 17 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.3 | 13.4 | 15.5 | 15.6 | 16.3 | 16.7 | 18.8 | 18.3 | 11.6 | 9.7 | 9.4 | 9.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 16,180<br>20.8 | | 15,400<br>19.8 | | 21,470<br>27.6 | | 19,450<br>25.0 | | 23,340<br>30.0 | | | |
| Program | | | | | PRIVATE BENJAMIN | | TWO OF US (OP) | | M*A*S*H (R) | | HOUSE CALLS (R) | | ← LOU GRANT (R) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,850<br>17.8 | | 13,460<br>17.3 | | 18,670<br>24.0 | | 17,040<br>21.9 | | 18,980<br>24.4 | 23.8* | | 24.9* |
| SHARE OF AUDIENCE % | | | | | 33 | | 30 | | 38 | | 34 | | 42 | 39 * | | 44 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.4 | 18.2 | 16.7 | 18.0 | 23.0 | 25.1 | 21.6 | 22.2 | 22.7 | 24.9 | 25.2 | 24.6 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 15,400<br>19.8 | | | | 18,980<br>24.4 | | | | | | | |
| Program | | | | | ← LITTLE HOUSE-PRAIRIE (R)(OP) → | | | | ← LIVE FROM STUDIO 8H → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,580<br>13.6 | 12.5* | | 14.7* | 9,020<br>11.6 | 12.3* | | 11.0* | | 11.8* | | 11.2* |
| SHARE OF AUDIENCE % | | | | | 24 | 23 * | | 25 * | 19 | 20 * | | 17 * | | 19 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.2 | 12.8 | 14.2 | 15.2 | 12.9 | 11.6 | 11.0 | 11.0 | 12.1 | 11.6 | 11.6 | 10.9 |

## EVE. MON. MAY 4, 1981 (WEEK 2)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 17,190<br>22.1 | | | | 17,890<br>23.0 | | | | | | | |
| Program | | | | | ← THAT'S INCREDIBLE (R)(OP) → | | | | ← SIXTY YEARS OF SEDUCTION (SUS-OP) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,760<br>16.4 | 16.0* | | 16.9* | 10,040<br>12.9 | 13.5* | | 14.2* | | 12.4* | | 11.6* |
| SHARE OF AUDIENCE % | | | | | 27 | 27 * | | 26 * | 20 | 20 * | | 21 * | | 19 * | | 19 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.4 | 16.6 | 16.9 | 17.0 | 13.9 | 13.2 | 14.7 | 13.8 | 12.4 | 12.4 | 12.2 | 10.9 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 14,700<br>18.9 | | 15,560<br>20.0 | | 20,690<br>26.6 | | 16,420<br>21.1 | | 16,490<br>21.2 | | | |
| Program | | | | | BUGS BUNNY-AMERICAN HERO | | M*A*S*H SPECIAL (R)(OP) | | M*A*S*H | | HOUSE CALLS (R) | | ← LOU GRANT → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,680<br>16.3 | | 14,000<br>18.0 | | 18,050<br>23.2 | | 14,780<br>19.0 | | 13,230<br>17.0 | 16.9* | | 17.0* |
| SHARE OF AUDIENCE % | | | | | 28 | | 28 | | 34 | | 28 | | 27 | 26 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | | | | | 16.0 | 16.5 | 17.2 | 18.8 | 22.8 | 23.6 | 19.2 | 18.9 | 16.9 | 16.9 | 16.7 | 17.3 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 18,590<br>23.9 | | | | 27,230<br>35.0 | | | | | | | |
| Program | | | | | ← LITTLE HOUSE PRAIRIE (OP) → | | | | ← NBC MONDAY NIGHT MOVIES MURDER IN TEXAS, PART 2(OP) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,770<br>17.7 | 16.0* | | 19.4* | 20,850<br>26.8 | 24.8* | | 27.3* | | 27.6* | | 27.6* |
| SHARE OF AUDIENCE % | | | | | 29 | 27 * | | 30 * | 41 | 36 * | | 40 * | | 43 * | | 45 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.2 | 16.8 | 18.6 | 20.1 | 23.8 | 25.8 | 27.2 | 27.5 | 27.6 | 27.6 | 27.8 | 27.5 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 49.3 | 51.3 | 51.3 | 52.2 | 53.6 | 55.4 | 57.2 | 60.0 | 62.0 | 63.1 | 63.5 | 63.5 | 61.1 | 60.0 | 58.6 | 54.8 |
| WK. 2 | 49.5 | 52.1 | 53.0 | 55.2 | 57.6 | 60.4 | 63.0 | 65.5 | 68.1 | 69.1 | 68.9 | 68.0 | 65.2 | 63.8 | 62.5 | 61.2 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. APR. 28, 1981

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 11,200 14.4 | | 12,140 15.6 | | | | 15,400 19.8 | | 21,160 27.2 | | | |
| Program | | | | | HAPPY DAYS (R) | | LAVERNE & SHIRLEY (R) | | REAGAN ADDRESS-ABC (SUS) | | THREE'S COMPANY (R) | | ← HART TO HART (OP) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,570 12.3 | | 10,810 13.9 | | | | 12,760 16.4 | | 15,020 19.3 | 17.8* | | 20.9* |
| SHARE OF AUDIENCE % | | | | | 22 | | 23 | | | | 27 | | 34 | 30 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.9 | 12.7 | 13.5 | 14.2 | | | 15.5 | 17.3 | 17.4 | 18.1 | 20.3 | 21.4 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 14,860 19.1 | | 13,690 17.6 | | | | 22,870 29.4 | | | | | |
| Program | | | | | IT'S MAGIC CHARLIE BROWN | | PUFF THE MAGIC DRAGON (R)(OP) | | REAGAN ADDRESS-CBS (9:00-9:36PM)(SUS) | | ← CBS TUESDAY NIGHT MOVIES WE'RE FIGHTING BACK (9:36-11:31PM)(→OP) → | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,600 16.2 | | 12,600 16.2 | | | | 15,250 19.6 | 17.4* | | 18.7* | | 21.0* |
| SHARE OF AUDIENCE % | | | | | 29 | | 27 | | | | 34 | 28 * | | 31 * | | 37 * |
| AVG. AUD. BY ¼ HR. % | | | | | 15.5 | 16.9 | 16.2 | 16.2 | | | 16.6 | 17.8 | 18.6 | 18.8 | 20.5 | 21.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 15,020 19.3 | | | | | | 13,380 17.2 | | | | | |
| Program | | | | | ← LOBO (OP) → | | | | REAGAN ADDRESS-NBC (SUS) | | ← HILL STREET BLUES (R)(OP) → | | | | THE OPPOSING VIEW (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,440 14.7 | 14.1* | | 15.3* | | | 8,640 11.1 | 11.2* | | 11.0* | | |
| SHARE OF AUDIENCE % | | | | | 25 | 25 * | | 26 * | | | 18 | 18 * | | 18 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | 13.9 | 14.4 | 15.2 | 15.5 | | | 11.7 | 10.8 | 11.1 | 10.9 | | |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 17,040 21.9 | | 16,570 21.3 | | 18,750 24.1 | | 16,570 21.3 | | 18,280 23.5 | | | |
| Program | | | | | HAPPY DAYS | | LAVERNE & SHIRLEY | | THREE'S COMPANY | | TOO CLOSE FOR COMFORT (OP) | | ← HART TO HART → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,550 18.7 | | 15,170 19.5 | | 16,490 21.2 | | 15,020 19.3 | | 14,320 18.4 | 18.0* | | 18.7* |
| SHARE OF AUDIENCE % | | | | | 34 | | 33 | | 34 | | 30 | | 31 | 30 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | | | | | 17.7 | 19.6 | 18.8 | 20.1 | 20.7 | 21.6 | 19.0 | 19.6 | 17.9 | 18.1 | 18.7 | 18.7 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 13,620 17.5 | | | | 22,020 28.3 | | | | | | | |
| Program | | | | | ← PALMERSTOWN (OP) → | | | | ← BROKEN PROMISE → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,730 12.5 | 12.0* | | 13.0* | 16,570 21.3 | 19.1* | | 21.2* | | 22.0* | | 22.9* |
| SHARE OF AUDIENCE % | | | | | 22 | 22 * | | 22 * | 35 | 31 * | | 33 * | | 37 * | | 39 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.0 | 12.0 | 12.8 | 13.3 | 18.4 | 19.9 | 21.1 | 21.3 | 21.9 | 22.0 | 22.9 | 23.0 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 12,990 16.7 | | | | 12,530 16.1 | | | | 10,430 13.4 | | | |
| Program | | | | | ← LOBO (OP) → | | | | ← HILL STREET BLUES (R)(SUS-OP) → | | | | ← NERO WOLFE → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,730 12.5 | 11.6* | | 13.4* | 8,640 11.1 | 10.6* | | 11.7* | 8,250 10.6 | 10.8* | | 10.4* |
| SHARE OF AUDIENCE % | | | | | 22 | 21 * | | 23 * | 18 | 17 * | | 18 * | 18 | 18 * | | 18 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.3 | 12.0 | 13.2 | 13.6 | 10.8 | 10.3 | 11.6 | 11.8 | 11.1 | 10.6 | 10.5 | 10.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 49.6 | 51.3 | 50.6 | 52.3 | 55.8 | 57.6 | 58.7 | 60.1 | 61.7 | 64.1 | 61.4 | 61.5 | 59.2 | 58.3 | 56.8 | 55.5 |
| WK. 2 | 51.2 | 52.6 | 52.5 | 53.5 | 53.7 | 55.6 | 57.4 | 60.4 | 61.4 | 63.5 | 64.3 | 63.9 | 61.0 | 59.5 | 59.3 | 59.0 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE. TUE. MAY 5, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. APR.29, 1981

## WEEK 1

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 18,130<br>23.3 | | | | 14,860<br>19.1 | | | | 17,040<br>21.9 | | | |
| | Program | | | | | GREATEST AMERICAN HERO | | | | ALOHA PARADISE (OP) | | | | VEGA$ | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 13,380<br>17.2 | 15.7* | | 18.7* | 11,590<br>14.9 | 14.1* | | 15.7* | 12,990<br>16.7 | 16.3* | | 17.2* |
| | SHARE OF AUDIENCE % | | | | | 29 | 28 * | | 31 * | 24 | 23 * | | 24 * | 28 | 27 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 15.3 | 16.2 | 18.4 | 19.1 | 14.0 | 14.2 | 15.4 | 16.0 | 16.0 | 16.5 | 17.2 | 17.2 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,920<br>25.6 | | | | | | | | 15,480<br>19.9 | | | |
| | Program | | | | | LEAVE 'EM LAUGHING (OP) | | | | | | | | JOHNNY CASH-COUNTRY GIRLS | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,750<br>15.1 | 13.5* | | 14.4* | | 15.9* | | 16.7* | 11,510<br>14.8 | 15.2* | | 14.5* |
| | SHARE OF AUDIENCE % | | | | | 25 | 24 * | | 24 * | | 26 * | | 26 * | 25 | 25 * | | 25 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 13.6 | 13.5 | 14.2 | 14.6 | 15.9 | 15.8 | 16.5 | 16.8 | 15.3 | 15.0 | 14.7 | 14.3 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 16,800<br>21.6 | | | | 19,450<br>25.0 | | | | 18,360<br>23.6 | | | |
| | Program | | | | | REAL PEOPLE (R)(OP) | | | | DIFF'RENT STROKES (R)(SUS-OP) | | | | QUINCY, M.E. (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,140<br>15.6 | 14.6* | | 16.6* | 15,090<br>19.4 | 18.7* | | 20.2* | 14,700<br>18.9 | 18.1* | | 19.6* |
| | SHARE OF AUDIENCE % | | | | | 27 | 26 * | | 27 * | 31 | 31 * | | 31 * | 32 | 30 * | | 34 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 13.9 | 15.3 | 16.3 | 17.0 | 18.4 | 19.0 | 19.8 | 20.6 | 17.5 | 18.8 | 19.4 | 19.7 |

## WEEK 2

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 15,640<br>20.1 | | | | 14,080<br>18.1 | | | | 14,390<br>18.5 | | | |
| | Program | | | | | GREATEST AMERICAN HERO | | | | AMERICAN DREAM (OP) | | | | VEGA$ | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,210<br>15.7 | 14.9* | | 16.5* | 10,430<br>13.4 | 13.2* | | 13.5* | 11,280<br>14.5 | 14.7* | | 14.3* |
| | SHARE OF AUDIENCE % | | | | | 26 | 26 * | | 27 * | 21 | 21 * | | 21 * | 24 | 24 * | | 24 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 14.3 | 15.6 | 16.6 | 16.4 | 13.5 | 12.9 | 13.3 | 13.8 | 14.5 | 14.9 | 14.4 | 14.1 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,390<br>18.5 | | | | 20,070<br>25.8 | | | | | | | |
| | Program | | | | | ENOS (R)(OP) | | | | CBS WEDNESDAY NIGHT MOVIE THE GENTLEMAN BANDIT | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 10,810<br>13.9 | 13.6* | | 14.2* | 14,390<br>18.5 | 16.6* | | 18.5* | | 19.3* | | 19.5* |
| | SHARE OF AUDIENCE % | | | | | 23 | 23 * | | 23 * | 30 | 26 * | | 29 * | | 32 * | | 33 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 13.7 | 13.5 | 14.2 | 14.2 | 16.0 | 17.2 | 18.3 | 18.6 | 19.1 | 19.4 | 19.6 | 19.5 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 19,530<br>25.1 | | | | 18,280<br>23.5 | | 17,740<br>22.8 | | 16,030<br>20.6 | | | |
| | Program | | | | | REAL PEOPLE (OP) | | | | DIFF'RENT STROKES | | FACTS OF LIFE (R)(OP) | | QUINCY, M.E. | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,780<br>19.0 | 18.1* | | 19.9* | 16,420<br>21.1 | | 15,870<br>20.4 | | 12,600<br>16.2 | 16.6* | | 15.9* |
| | SHARE OF AUDIENCE % | | | | | 32 | 31 * | | 32 * | 34 | | 32 | | 27 | 27 * | | 27 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 17.3 | 18.8 | 19.6 | 20.2 | 20.6 | 21.6 | 20.4 | 20.5 | 16.8 | 16.3 | 15.9 | 15.8 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 52.8 | 53.5 | 54.4 | 55.1 | 55.3 | 56.9 | 59.8 | 61.6 | 60.7 | 61.7 | 63.6 | 65.0 | 60.7 | 59.8 | 59.0 | 57.9 |
| | WK. 2 | 53.2 | 54.1 | 54.0 | 55.8 | 57.7 | 59.2 | 61.3 | 62.4 | 62.1 | 63.3 | 64.3 | 64.0 | 61.6 | 60.6 | 59.2 | 57.8 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE.WED. MAY 6, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. APR.30, 1981

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 12,530 | | 15,330 | | 15,090 | | 13,770 | | 15,560 | | | |
| TOTAL AUDIENCE (%) | | | | | 16.1 | | 19.7 | | 19.4 | | 17.7 | | 20.0 | | | |
| Program | | | | | MORK & MINDY | | BOSOM BUDDIES | | BARNEY MILLER | | TAXI (OP) | | 20/20 | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,190 | | 13,070 | | 12,910 | | 12,450 | | 11,200 | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.1 | | 16.8 | | 16.6 | | 16.0 | | 14.4 | 15.5* | | 13.3* |
| SHARE OF AUDIENCE % | | | | | 24 | | 29 | | 27 | | 25 | | 24 | 25 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.2 | 14.1 | 16.1 | 17.6 | 16.5 | 16.7 | 15.9 | 16.1 | 15.2 | 15.7 | 13.9 | 12.8 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 12,370 | | 11,050 | | 16,180 | | | | 17,580 | | | |
| TOTAL AUDIENCE (%) | | | | | 15.9 | | 14.2 | | 20.8 | | | | 22.6 | | | |
| Program | | | | | CHECKING IN | | PARK PLACE (OP) | | MAGNUM, P.I. (R) | | | | NURSE | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,810 | | 9,650 | | 12,840 | | | | 14,630 | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.9 | | 12.4 | | 16.5 | 15.5* | | 17.5* | 18.8 | 18.5* | | 19.2* |
| SHARE OF AUDIENCE % | | | | | 26 | | 21 | | 26 | 25 * | | 28 * | 31 | 30 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.7 | 14.2 | 12.4 | 12.4 | 14.7 | 16.3 | 17.3 | 17.7 | 18.1 | 18.9 | 19.4 | 18.9 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 14,470 | | | | 22,720 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 18.6 | | | | 29.2 | | | | | | | |
| Program | | | | | NBC MAGAZINE (OP) | | | | COUNTRY MUSIC AWARDS (9:00-11:02PM)(OP)(-OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,270 | | | | 14,630 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.2 | 13.0* | | 13.3* | 18.8 | 17.1* | | 18.6* | | 19.8* | | 19.7* |
| SHARE OF AUDIENCE % | | | | | 24 | 24 * | | 23 * | 31 | 28 * | | 29 * | | 32 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.8 | 13.2 | 13.5 | 13.1 | 16.5 | 17.6 | 18.3 | 18.8 | 20.0 | 19.6 | 19.5 | 20.0 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 13,770 | | 13,690 | | 15,790 | | 15,640 | | 19,290 | | | |
| TOTAL AUDIENCE (%) | | | | | 17.7 | | 17.6 | | 20.3 | | 20.1 | | 24.8 | | | |
| Program | | | | | MORK & MINDY | | BOSOM BUDDIES (R) | | BARNEY MILLER | | TAXI (OP) | | 20/20 | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,280 | | 12,210 | | 13,690 | | 13,850 | | 15,090 | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.5 | | 15.7 | | 17.6 | | 17.8 | | 19.4 | 19.3* | | 19.4* |
| SHARE OF AUDIENCE % | | | | | 27 | | 27 | | 28 | | 28 | | 32 | 31 * | | 33 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.8 | 15.3 | 15.4 | 15.9 | 17.1 | 18.2 | 17.2 | 18.3 | 19.4 | 19.3 | 19.4 | 19.3 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 14,080 | | | | 17,820 | | | | 18,590 | | | |
| TOTAL AUDIENCE (%) | | | | | 18.1 | | | | 22.9 | | | | 23.9 | | | |
| Program | | | | | WALTONS (OP) | | | | MAGNUM, P.I. (R) | | | | NURSE | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,810 | | | | 13,230 | | | | 15,560 | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.9 | 12.6* | | 15.3* | 17.0 | 16.3* | | 17.6* | 20.0 | 19.6* | | 20.3* |
| SHARE OF AUDIENCE % | | | | | 25 | 23 * | | 26 * | 27 | 26 * | | 28 * | 33 | 32 * | | 34 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.9 | 13.3 | 14.7 | 15.9 | 16.1 | 16.5 | 17.3 | 17.9 | 19.1 | 20.1 | 20.3 | 20.3 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 13,930 | | | | 16,180 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 17.9 | | | | 20.8 | | | | | | | |
| Program | | | | | NBC MAGAZINE (OP) | | | | NBC THURSDAY NIGHT MOVIES THE PEOPLE VS JEAN HARRIS, PART 1(SUS-OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 9,800 | | | | 9,650 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 12.6 | 12.7* | | 12.6* | 12.4 | 13.9* | | 13.7* | | 11.6* | | 10.4* |
| SHARE OF AUDIENCE % | | | | | 22 | 23 * | | 22 * | 20 | 22 * | | 22 * | | 19 * | | 18 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.1 | 12.3 | 12.6 | 12.6 | 13.0 | 14.7 | 13.9 | 13.5 | 11.9 | 11.3 | 10.4 | 10.4 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 48.8 | 49.8 | 50.9 | 52.9 | 52.7 | 55.0 | 56.9 | 58.5 | 61.0 | 63.0 | 63.5 | 63.4 | 62.3 | 62.1 | 60.3 | 58.3 |
| WK. 2 | 47.2 | 49.1 | 50.2 | 51.7 | 53.5 | 55.5 | 57.3 | 59.4 | 60.7 | 63.1 | 62.7 | 63.4 | 62.1 | 62.1 | 60.3 | 58.4 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.THU. MAY 7, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAY 1, 1981

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 19,450<br>25.0 | | | | | | | | | | | |
| ABC TV program | | | | | ABC FRIDAY NIGHT MOVIE<br>FOR THE LOVE OF BENJI<br>AMERICATHON(OP) | | | | | | | | | | | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %)<br>SHARE OF AUDIENCE %<br>AVG. AUD. BY ¼ HR. % | | | | | 8,090<br>10.4<br>18<br>10.0 | 9.7*<br>19 *<br>9.5 | 11.5 | 12.2*<br>22 *<br>13.0 | 13.8 | 13.8*<br>24 *<br>13.7 | 10.8 | 10.2*<br>17 *<br>9.5 | 8.9 | 8.5*<br>14 *<br>8.1 | 7.8 | 7.8*<br>13 *<br>7.8 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 14,860<br>19.1 | | | | 23,500<br>30.2 | | | | 29,950<br>38.5 | | | |
| CBS TV program | | | | | INCREDIBLE HULK<br>(R)(OP) | | | | DUKES OF HAZZARD<br>(R) | | | | DALLAS | | | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %)<br>SHARE OF AUDIENCE %<br>AVG. AUD. BY ¼ HR. % | | | | | 10,190<br>13.1<br>25<br>11.8 | 12.0*<br>24 *<br>12.1 | 13.7 | 14.3*<br>26 *<br>14.8 | 17,270<br>22.2<br>38<br>18.0 | 19.1*<br>33 *<br>20.3 | 24.0 | 25.3*<br>42 *<br>26.7 | 25,600<br>32.9<br>56<br>31.7 | 32.4*<br>54 *<br>33.1 | 33.8 | 33.5*<br>58 *<br>33.1 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 14,160<br>18.2 | | 12,290<br>15.8 | | 12,990<br>16.7 | | | | | | | |
| NBC TV program | | | | | HARPER VALLEY | | TAKE ONE<br>(OP) | | GANGSTER CHRONICLES<br>(SUS-OP) | | | | | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %)<br>SHARE OF AUDIENCE %<br>AVG. AUD. BY ¼ HR. % | | | | | 11,980<br>15.4<br>30<br>14.1 | 16.7 | 10,970<br>14.1<br>26<br>14.4 | 13.9 | 7,780<br>10.0<br>17<br>10.4 | 10.4*<br>18 *<br>10.4 | 10.7 | 10.8*<br>18 *<br>10.9 | 10.0 | 9.8*<br>16 *<br>9.6 | 9.3 | 9.0*<br>16 *<br>8.8 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 11,900<br>15.3 | | 10,500<br>13.5 | | 22,800<br>29.3 | | | | | | | |
| ABC TV program | | | | | BENSON | | I'M A BIG GIRL NOW<br>(OP) | | BATTLE-NETWORK STARS | | | | | | | |
| ABC TV AVERAGE AUDIENCE (Households (000) & %)<br>SHARE OF AUDIENCE %<br>AVG. AUD. BY ¼ HR. % | | | | | 10,040<br>12.9<br>26<br>12.3 | 13.5 | 9,180<br>11.8<br>23<br>11.4 | 12.3 | 15,020<br>19.3<br>34<br>17.3 | 17.9*<br>32 *<br>18.5 | 18.3 | 18.9*<br>32 *<br>19.4 | 20.5 | 20.7*<br>35 *<br>20.9 | 19.8 | 19.7*<br>36 *<br>19.5 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 14,700<br>18.9 | | | | 20,690<br>26.6 | | | | | | | |
| CBS TV program | | | | | DUKES OF HAZZARD<br>(R)(OP) | | | | DALLAS<br>(R)(9:00-10:55PM)<br>(SUSTAINING 10:55-11:00PM) | | | | | | | |
| CBS TV AVERAGE AUDIENCE (Households (000) & %)<br>SHARE OF AUDIENCE %<br>AVG. AUD. BY ¼ HR. % | | | | | 10,430<br>13.4<br>27<br>11.6 | 12.0*<br>24 *<br>12.5 | 14.8 | 14.8*<br>29 *<br>14.8 | 13,460<br>17.3<br>30<br>14.5 | 15.1*<br>27 *<br>15.7 | 16.5 | 16.9*<br>29 *<br>17.2 | 19.0 | 18.8*<br>32 *<br>18.7 | 18.8 | 18.5*<br>33 *<br>18.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 10,740<br>13.8 | | 10,740<br>13.8 | | 11,050<br>14.2 | | | | 9,960<br>12.8 | | | |
| NBC TV program | | | | | MAYDAY FOR MOTHER | | HARPER VALLEY<br>(R)(OP) | | PEOPLE VS JEAN HARRIS<br>PART 2(OP) | | | | GANGSTER CHRONICLES | | | |
| NBC TV AVERAGE AUDIENCE (Households (000) & %)<br>SHARE OF AUDIENCE %<br>AVG. AUD. BY ¼ HR. % | | | | | 9,020<br>11.6<br>23<br>11.7 | 11.5 | 9,410<br>12.1<br>23<br>11.7 | 12.6 | 8,400<br>10.8<br>19<br>9.9 | 10.1*<br>18 *<br>10.4 | 11.0 | 11.4*<br>19 *<br>11.8 | 7,160<br>9.2<br>16<br>9.1 | 9.1*<br>16 *<br>9.0 | 8.9 | 9.2*<br>17 *<br>9.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 45.5 | 47.1 | 48.0 | 50.1 | 50.3 | 51.7 | 53.5 | 55.7 | 56.8 | 58.5 | 59.3 | 59.9 | 59.9 | 59.4 | 58.3 | 57.5 |
| WK. 2 | 44.4 | 46.1 | 47.4 | 48.6 | 48.7 | 50.2 | 50.9 | 52.2 | 54.6 | 57.3 | 58.3 | 59.6 | 58.8 | 58.1 | 55.9 | 54.8 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE.FRI. MAY 8, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. MAY 2, 1981

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1 — ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 23,340 30.0 | | | | | | | | 19,530 25.1 | | | |
| Program | | | | | ← LOVE BOAT (OP) → | | | | | | | | ← FANTASY ISLAND → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 14,780 19.0 | 13.5* | | 18.4* | | 21.7* | | 22.5* | 15,480 19.9 | 19.0* | | 20.8* |
| SHARE OF AUDIENCE % | | | | | 37 | 29 * | | 37 * | | 41 * | | 41 * | 38 | 35 * | | 40 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.9 | 14.2 | 17.3 | 19.5 | 21.4 | 22.0 | 22.5 | 22.6 | 18.7 | 19.4 | 20.7 | 20.9 |
| **WEEK 1 — CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 8,320 10.7 | | 16,570 21.3 | | | | | | | | | |
| Program | | | | | WKRP IN CINCINNATI (R) | | ← CBS SAT. NIGHT MOVIE RIO LOBO(R)(OP) → | | | | | | | | DEMOCRATIC REPLY CBS (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,160 9.2 | | 9,260 11.9 | 8.4* | | 11.6* | | 12.9* | | 14.9* | | |
| SHARE OF AUDIENCE % | | | | | 20 | | 22 | 17 * | | 22 * | | 23 * | | 27 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | 9.5 | 8.9 | 8.0 | 8.7 | 11.2 | 12.1 | 12.7 | 13.0 | 15.3 | 14.5 | | |
| **WEEK 1 — NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 13,460 17.3 | | | | 10,970 14.1 | | | | 13,150 16.9 | | | |
| Program | | | | | ← BARBARA MANDRELL (OP) → | | | | ← BJ AND THE BEAR (OP) → | | | | ← WALKING TALL (R) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,960 12.8 | 12.6* | | 13.1* | 8,090 10.4 | 10.0* | | 10.7* | 9,410 12.1 | 10.4* | | 13.8* |
| SHARE OF AUDIENCE % | | | | | 26 | 27 * | | 26 * | 19 | 19 * | | 19 * | 23 | 19 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.1 | 13.1 | 13.2 | 12.9 | 9.8 | 10.2 | 10.6 | 10.9 | 10.2 | 10.7 | 13.3 | 14.3 |
| **WEEK 2 — ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 15,640 20.1 | | | | 20,070 25.8 | | | | 18,360 23.6 | | | |
| Program | | | | | ← EIGHT IS ENOUGH → | | | | ← LOVE BOAT (OP) → | | | | ← FANTASY ISLAND → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,130 14.3 | 13.0* | | 15.7* | 16,570 21.3 | 20.6* | | 22.0* | 14,780 19.0 | 19.1* | | 18.9* |
| SHARE OF AUDIENCE % | | | | | 28 | 26 * | | 29 * | 38 | 37 * | | 38 * | 34 | 34 * | | 34 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.1 | 13.8 | 15.1 | 16.2 | 19.6 | 21.5 | 21.7 | 22.2 | 19.1 | 19.1 | 19.2 | 18.6 |
| **WEEK 2 — CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 10,190 13.1 | | 18,050 23.2 | | | | | | | | | |
| Program | | | | | WKRP IN CINCINNATI (R) | | ← EXORCIST (R)(OP) → | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 8,400 10.8 | | 9,340 12.0 | 9.5* | | 11.2* | | 11.5* | | 13.5* | | 14.4* |
| SHARE OF AUDIENCE % | | | | | 22 | | 22 | 18 * | | 20 * | | 20 * | | 24 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 10.5 | 11.1 | 9.4 | 9.6 | 11.1 | 11.2 | 11.5 | 11.5 | 13.3 | 13.7 | 14.6 | 14.2 |
| **WEEK 2 — NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 17,190 22.1 | | | | 11,900 15.3 | | | | 11,980 15.4 | | | |
| Program | | | | | ← BARBARA MANDRELL (OP) → | | | | ← BJ AND THE BEAR (SUS-OP) → | | | | ← WALKING TALL (R) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 11,750 15.1 | 13.9* | | 16.3* | 9,020 11.6 | 11.9* | | 11.3* | 8,640 11.1 | 10.5* | | 11.6* |
| SHARE OF AUDIENCE % | | | | | 29 | 28 * | | 30 * | 20 | 21 * | | 20 * | 20 | 19 * | | 21 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.6 | 14.2 | 16.4 | 16.2 | 12.0 | 11.7 | 11.4 | 11.3 | 10.3 | 10.7 | 11.2 | 12.1 |
| **TV HOUSEHOLDS USING TV (See Def. 1)** WK. 1 | 43.5 | 45.5 | 46.4 | 46.2 | 45.9 | 47.5 | 49.3 | 51.3 | 52.5 | 53.8 | 55.1 | 55.9 | 54.1 | 54.3 | 52.0 | 51.0 |
| WK. 2 | 43.0 | 45.3 | 47.1 | 47.9 | 48.9 | 51.6 | 53.2 | 54.0 | 54.9 | 56.2 | 57.6 | 58.1 | 56.8 | 56.6 | 55.9 | 55.0 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



EVE. SAT. MAY 9, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES



## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 5,990<br>7.7 | | | | | | | | | | | | | | | |
| ABC TV program | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,760<br>7.4 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 16 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.4 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 12,370<br>15.9 | | | | | | | | | | | | | |
| NBC TV program | | | SATURDAY NIGHT (11:30-12:51AM) (SUSTAINING 12:51-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 7,470<br>9.6 | 9.7* | | 9.9* | | 9.0* | | | | | | | | |
| SHARE OF AUDIENCE % | | | 30 | 27 * | | 31 * | | 32 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 10.1 | 9.4 | 10.1 | 9.7 | 9.3 | 8.4 | | | | | | | | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 5,840<br>7.5 | | | | | | | | | | | | | | | |
| ABC TV program | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,600<br>7.2 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 14 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.2 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 11,670<br>15.0 | | | | | | | | | | | | | |
| NBC TV program | | | SATURDAY NIGHT (11:30-12:55AM) (SUSTAINING 12:55-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 6,540<br>8.4 | 9.2* | | 8.5* | | 7.4* | | | | | | | | |
| SHARE OF AUDIENCE % | | | 25 | 24 * | | 26 * | | 27 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 9.3 | 9.1 | 8.6 | 8.5 | 8.1 | 6.5 | | | | | | | | |

## TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 46.8 | 42.3 | 36.9 | 34.3 | 32.3 | 30.7 | 28.5 | 26.5 | 23.2 | 20.9 | 18.8 | 17.0 | 15.1 | 13.5 | 11.9 | 11.0 |
| WK. 2 | 51.2 | 46.4 | 39.7 | 36.9 | 34.0 | 31.4 | 28.8 | 25.8 | 23.0 | 21.3 | 19.7 | 17.1 | 15.4 | 13.9 | 11.9 | 10.7 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES



## WEEK 1

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 10,740 | | | | 19,450 | | | | 20,230 | | | | | | | |
| TOTAL AUDIENCE (%) | 13.8 | | | | 25.0 | | | | 26.0 | | | | | | | |
| PROGRAM | THOSE AMAZING ANIMALS (R) | | | | RIPLEY'S BELIEVE IT-NOT (OP) | | | | ABC SUNDAY NIGHT MOVIE THE SEDUCTION OF JOE TYNAN (9:00-11:10PM) (SUSTAINING 11:10-11:15PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 7,550 | | | | 15,170 | | | | 11,280 | | | | | | | |
| AVERAGE AUDIENCE (%) | 9.7 | 8.8* | | 10.5* | 19.5 | 18.6* | | 20.4* | 14.5 | 14.5* | | 14.1* | | 14.4* | | 14.2* |
| SHARE OF AUDIENCE % | 19 | 18 * | | 20 * | 33 | 33 * | | 33 * | 24 | 23 * | | 22 * | | 23 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | 8.6 | 9.1 | 10.2 | 10.9 | 18.1 | 19.2 | 20.4 | 20.3 | 15.1 | 13.9 | 14.1 | 14.1 | 14.6 | 14.2 | 13.9 | 14.4 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 22,640 | | | | 12,910 | | 13,230 | | 17,040 | | 18,280 | | 18,830 | | | |
| TOTAL AUDIENCE (%) | 29.1 | | | | 16.6 | | 17.0 | | 21.9 | | 23.5 | | 24.2 | | | |
| PROGRAM | 60 MINUTES (R) | | | | ARCHIE BUNKER'S PLACE | | ONE DAY AT A TIME (OP) | | ALICE | | JEFFERSONS (R) | | TRAPPER JOHN, M.D. | | | |
| AVERAGE AUDIENCE (Households (000)) | 17,820 | | | | 11,200 | | 11,590 | | 15,090 | | 16,420 | | 14,940 | | | |
| AVERAGE AUDIENCE (%) | 22.9 | 22.2* | | 23.5* | 14.4 | | 14.9 | | 19.4 | | 21.1 | | 19.2 | 19.7* | | 18.6* |
| SHARE OF AUDIENCE % | 44 | 45 * | | 44 * | 26 | | 24 | | 30 | | 33 | | 32 | 32 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | 21.2 | 23.2 | 23.9 | 23.1 | 14.3 | 14.5 | 14.1 | 15.7 | 18.3 | 20.5 | 20.8 | 21.5 | 19.6 | 19.8 | 18.9 | 18.3 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 11,980 | | | | 16,260 | | | | 26,140 | | | | | | | |
| TOTAL AUDIENCE (%) | 15.4 | | | | 20.9 | | | | 33.6 | | | | | | | |
| PROGRAM | DISNEY'S WONDERFUL WORLD DISNEY'S GREATEST DOG STARS(R) | | | | CHIPS (OP) | | | | BIG EVENT MURDER IN TEXAS, PART 1(SUS-OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 8,170 | | | | 12,290 | | | | 17,350 | | | | | | | |
| AVERAGE AUDIENCE (%) | 10.5 | 9.5* | | 11.6* | 15.8 | 14.1* | | 17.5* | 22.3 | 23.0* | | 22.2* | | 21.9* | | 22.2* |
| SHARE OF AUDIENCE % | 20 | 19 * | | 22 * | 27 | 25 * | | 29 * | 36 | 36 * | | 35 * | | 35 * | | 38 * |
| AVG. AUD. BY ¼ HR. % | 9.1 | 10.0 | 11.1 | 12.0 | 13.4 | 14.9 | 16.9 | 18.2 | 22.5 | 23.5 | 22.3 | 22.1 | 22.1 | 21.6 | 22.3 | 22.1 |

## WEEK 2

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 7,940 | | 8,560 | | 12,760 | | | | 22,870 | | | | | | | |
| TOTAL AUDIENCE (%) | 10.2 | | 11.0 | | 16.4 | | | | 29.4 | | | | | | | |
| PROGRAM | BENJI AT MARINELAND | | PINK AT FIRST SIGHT | | PERRY COMO SPECIAL (OP) | | | | ABC SUNDAY NIGHT MOVIE THE MAIN EVENT (9:00-11:03PM) (SUSTAINING 11:03-11:15PM) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 6,770 | | 7,390 | | 9,340 | | | | 15,640 | | | | | | | |
| AVERAGE AUDIENCE (%) | 8.7 | | 9.5 | | 12.0 | 11.5* | | 12.5* | 20.1 | 18.6* | | 19.8* | | 21.1* | | 20.9* |
| SHARE OF AUDIENCE % | 18 | | 18 | | 21 | 21 * | | 21 * | 33 | 30 * | | 32 * | | 35 * | | 36 * |
| AVG. AUD. BY ¼ HR. % | 8.6 | 8.9 | 8.8 | 10.1 | 11.6 | 11.4 | 12.3 | 12.8 | 18.0 | 19.2 | 19.8 | 19.8 | 21.2 | 20.9 | 20.9 | 20.8 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 21,010 | | | | 13,850 | | 13,690 | | 13,300 | | 14,000 | | 15,400 | | | |
| TOTAL AUDIENCE (%) | 27.0 | | | | 17.8 | | 17.6 | | 17.1 | | 18.0 | | 19.8 | | | |
| PROGRAM | 60 MINUTES (R) | | | | ARCHIE BUNKER'S PLACE | | ONE DAY AT A TIME (OP) | | ALICE (R) | | JEFFERSONS (R) | | TRAPPER JOHN, M.D. | | | |
| AVERAGE AUDIENCE (Households (000)) | 15,950 | | | | 11,980 | | 12,140 | | 11,590 | | 12,370 | | 12,990 | | | |
| AVERAGE AUDIENCE (%) | 20.5 | 19.5* | | 21.5* | 15.4 | | 15.6 | | 14.9 | | 15.9 | | 16.7 | 15.8* | | 17.6* |
| SHARE OF AUDIENCE % | 40 | 40 * | | 41 * | 28 | | 26 | | 24 | | 26 | | 28 | 26 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | 18.7 | 20.3 | 21.7 | 21.3 | 15.1 | 15.8 | 15.1 | 16.0 | 14.3 | 15.5 | 15.4 | 16.4 | 14.9 | 16.6 | 17.6 | 17.6 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 12,060 | | | | 19,140 | | | | 21,470 | | | | | | | |
| TOTAL AUDIENCE (%) | 15.5 | | | | 24.6 | | | | 27.6 | | | | | | | |
| PROGRAM | DISNEY'S WONDERFUL WORLD THE BOATNIKS, PART 1(R) | | | | CHIPS (OP) | | | | ALL-STAR SALUTE-MOTHER (OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 8,710 | | | | 14,940 | | | | 13,540 | | | | | | | |
| AVERAGE AUDIENCE (%) | 11.2 | 10.3* | | 12.0* | 19.2 | 18.0* | | 20.3* | 17.4 | 19.5* | | 17.9* | | 17.2* | | 14.9* |
| SHARE OF AUDIENCE % | 22 | 21 * | | 23 * | 33 | 32 * | | 34 * | 29 | 31 * | | 29 * | | 28 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | 9.7 | 11.0 | 11.6 | 12.4 | 17.5 | 18.5 | 19.9 | 20.8 | 19.9 | 19.0 | 18.2 | 17.7 | 17.6 | 16.7 | 15.7 | 14.2 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 48.7 | 51.0 | 53.0 | 54.1 | 54.8 | 57.5 | 59.9 | 62.7 | 63.6 | 64.8 | 63.8 | 63.5 | 62.4 | 61.2 | 59.5 | 58.5 |
| WK. 2 | 47.9 | 50.3 | 52.5 | 53.4 | 54.8 | 56.7 | 58.5 | 61.0 | 61.7 | 62.4 | 62.0 | 62.6 | 61.0 | 60.2 | 59.1 | 56.9 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAY 3, 1981

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 3,970<br>5.1 | | | | | | | | | | | | | | |
| ABC TV program | (1) | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 3,580<br>4.6 | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | 11 | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 16.7 | 4.6 | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 6,220<br>8.0 | | | | | | | | | | | | | | | |
| CBS TV program | CBS SUNDAY NEWS-BRADLEY | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,910<br>7.6 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 15 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.6 | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 2,960<br>3.8 | | | | | | | | | | | | | |
| NBC TV program | | | ← NBC LATE NIGHT MOVIE → BEYOND AND BACK (11:30-1:03AM) (SUSTAINING 1:03-1:22AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 1,950<br>2.5 | 2.6* | | 2.5* | | 2.3* | | | | | | | | |
| SHARE OF AUDIENCE % | | | 10 | 8 * | | 10 * | | 11 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 2.7 | 2.5 | 2.5 | 2.6 | 2.5 | 2.1 | 1.9 | | | | | | | |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 3,030<br>3.9 | | | | | | | | | | | | | | |
| ABC TV program | (2) | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 2,960<br>3.8 | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | 9 | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 21.6 | 3.8 | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 4,980<br>6.4 | | | | | | | | | | | | | | | |
| CBS TV program | CBS SUNDAY NEWS-BRADLEY | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,900<br>6.3 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | 13 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.3 | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,350<br>4.3 | | | | | | | | | | | | | |
| NBC TV program | | | ← NBC LATE NIGHT MOVIE → ENCOUNTERS WITH DISASTER (11:30-1:25AM) (SUSTAINING 1:25-1:30AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 1,790<br>2.3 | 2.8* | | 2.6* | | 2.1* | | 1.6* | | | | | | |
| SHARE OF AUDIENCE % | | | 10 | 9 * | | 11 * | | 12 * | | 12 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 2.5 | 3.1 | 2.7 | 2.5 | 2.2 | 2.1 | 1.7 | 1.5 | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 51.4 | 42.8 | 35.0 | 29.8 | 26.1 | 24.2 | 21.6 | 19.2 | 16.4 | 13.9 | 10.6 | 7.9 | 6.8 | 5.8 | 5.5 | 4.7 |
| WK. 2 | 51.6 | 41.7 | 34.6 | 29.6 | 24.7 | 21.8 | 18.7 | 16.7 | 14.5 | 12.6 | 10.9 | 8.6 | 7.3 | 6.3 | 5.3 | 4.3 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

(1)ABC SUNDAY NIGHT MOVIE,THE SEDUCTION OF JOE TYNAN,ABC,(9:00-11:10PM)(SUSTAINING 11:10-11:15PM)

(2)ABC SUNDAY NIGHT MOVIE,THE MAIN EVENT,ABC,(9:00-11:03PM)(SUSTAINING 11:03-11:15PM)



EVE.SUN. MAY 10, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.27-MAY 1, 1981

## WEEK 1

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 4,590<br>5.9 | | | | 4,750<br>6.1 | | | | | | | | | |
| | Program | GOOD MORNING, AMERICA-730 | (CO-OP) | (PARTICIPATING) | | GOOD MORNING, AMERICA-830 | (CO-OP) | (PARTICIPATING) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 3,420<br>4.4 | | | | 3,970<br>5.1 | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | 26 | | | | 27 | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 4.2 | 4.6 | | | 4.9 | 5.2 | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | 3,500<br>4.5 | | | | 2,880<br>3.7 | | | | | | | | 3,350<br>4.3 | | 3,660<br>4.7 | |
| | Program | MORNING-CHARLES KURALT | | | | CAPTAIN KANGAROO | | | | | | | | JEFFERSONS M-F | | ALICE-M-F | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,100<br>2.7 | 2.6* | | 2.9* | 1,870<br>2.4 | 2.3* | | 2.6* | | | | | 2,800<br>3.6 | | 3,190<br>4.1 | |
| | SHARE OF AUDIENCE % | 18 | 20 * | | 17 * | 13 | 13 * | | 14 * | | | | | 19 | | 23 | |
| | AVG. AUD. BY ¼ HR. % | 2.3 | 2.8 | 2.9 | 2.9 | 2.1 | 2.4 | 2.6 | 2.6 | | | | | 3.4 | 3.8 | 4.1 | 4.3 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 4,670<br>6.0 | | | | 5,130<br>6.6 | | | | | | 2,800<br>3.6 | | 3,270<br>4.2 | |
| | Program | TODAY SHOW-7.30AM | (CO-OP) | (PARTICIPATING) | | TODAY SHOW-8.30AM | (CO-OP) | (PARTICIPATING) | | | | | | LAS VEGAS GAMBIT | | BLOCKBUSTERS | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 3,580<br>4.6 | | | | 4,280<br>5.5 | | | | | | 2,330<br>3.0 | | 2,880<br>3.7 | |
| | SHARE OF AUDIENCE % | | | 27 | | | | 29 | | | | | | 16 | | 21 | |

## WEEK 2

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 4,670<br>6.0 | | | | 5,130<br>6.6 | | | | | | | | | |
| | Program | GOOD MORNING, AMERICA-730 | (CO-OP) | (PARTICIPATING) | | GOOD MORNING, AMERICA-830 | (CO-OP) | (PARTICIPATING) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 3,580<br>4.6 | | | | 4,280<br>5.5 | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | 26 | | | | 29 | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | 4.4 | 4.8 | | | 5.4 | 5.5 | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | 3,580<br>4.6 | | | | 3,270<br>4.2 | | | | | | | | 3,730<br>4.8 | | 4,200<br>5.4 | |
| | Program | MORNING-CHARLES KURALT | | | | CAPTAIN KANGAROO | | | | | | | | JEFFERSONS M-F (MTUWF)(S)(OP) | | ALICE-M-F (MTUWF)(S)(OP) | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,180<br>2.8 | 2.6* | | 3.0* | 2,100<br>2.7 | 2.6* | | 2.8* | | | | | 3,110<br>4.0 | | 3,580<br>4.6 | |
| | SHARE OF AUDIENCE % | 18 | 18 * | | 17 * | 14 | 14 * | | 15 * | | | | | 21 | | 24 | |
| | AVG. AUD. BY ¼ HR. % | 2.3 | 2.9 | 3.1 | 3.0 | 2.4 | 2.7 | 2.9 | 2.8 | | | | | 3.8 | 4.3 | 4.5 | 4.7 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | 4,590<br>5.9 | | | | 4,900<br>6.3 | | | | | | 2,720<br>3.5 | | 3,660<br>4.7 | |
| | Program | TODAY SHOW-7.30AM | (CO-OP) | (PARTICIPATING) | | TODAY SHOW-8.30AM | (CO-OP) | (PARTICIPATING) | | | | | | LAS VEGAS GAMBIT | | BLOCKBUSTERS | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 3,500<br>4.5 | | | | 4,120<br>5.3 | | | | | | 2,260<br>2.9 | | 3,190<br>4.1 | |
| | SHARE OF AUDIENCE % | | | 26 | | | | 28 | | | | | | 15 | | 21 | |
| | AVG. AUD. BY ¼ HR. % | | | 4.5 | 4.5 | | | 5.3 | 5.2 | | | | | 2.9 | 2.9 | 4.0 | 4.2 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 8.4 | 11.3 | 13.7 | 15.0 | 16.4 | 17.9 | 18.7 | 19.3 | 19.1 | 18.9 | 18.6 | 18.5 | 18.3 | 18.4 | 17.9 | 18.1 |
| WK. 2 | 9.7 | 12.2 | 14.3 | 15.4 | 17.4 | 18.5 | 18.9 | 19.0 | 19.7 | 19.8 | 19.7 | 19.7 | 19.2 | 19.2 | 19.3 | 19.4 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. MAY 4-8, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.27-MAY 1, 1981

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 5,210 6.7 | | | | 5,600 7.2 | | 5,600 7.2 | | 8,170 10.5 | | | | 7,860 10.1 | | | |
| Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN (OP) → | | | | ← ONE LIFE TO LIVE (SUS-OP) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,730 4.8 | 4.5* | | 5.1* | 4,510 5.8 | | 4,750 6.1 | | 6,070 7.8 | 7.6* | | 8.0* | 5,910 7.6 | 7.2* | | 7.9* |
| SHARE OF AUDIENCE % | 26 | 25 * | | 27 * | 26 | | 27 | | 32 | 31 * | | 32 * | 30 | 29 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | 4.3 | 4.7 | 5.0 | 5.2 | 5.6 | 6.1 | 6.0 | 6.2 | 7.2 | 7.9 | 8.2 | 7.9 | 7.1 | 7.3 | 7.7 | 8.1 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 4,820 6.2 | | 5,840 7.5 | | | | 5,210 6.7 | | 7,310 9.4 | | | | 6,920 8.9 | | | |
| Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | SEARCH FOR TOMORROW | | ← YOUNG AND THE RESTLESS → | | | | ← AS THE WORLD TURNS → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,050 5.2 | | 4,900 6.3 | | | | 4,510 5.8 | | 5,370 6.9 | 6.7* | | 7.2* | 5,450 7.0 | 6.8* | | 7.2* |
| SHARE OF AUDIENCE % | 29 | | 33 | | | | 25 | | 28 | 27 * | | 29 * | 27 | 27 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 5.0 | 5.4 | 6.1 | 6.6 | | | 5.5 | 6.0 | 6.6 | 6.9 | 7.1 | 7.3 | 6.7 | 7.0 | 7.2 | 7.3 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 4,050 5.2 | | 3,270 4.2 | | 2,490 3.2 | | 3,660 4.7 | | 5,910 7.6 | | | | 5,450 7.0 | | | |
| Program | WHEEL OF FORTUNE | | PASSWORD PLUS | | CARD SHARKS | | DOCTORS | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,350 4.3 | | 2,880 3.7 | | 2,100 2.7 | | 2,960 3.8 | | 4,430 5.7 | 5.4* | | 5.9* | 4,200 5.4 | 5.5* | | 5.2* |
| SHARE OF AUDIENCE % | 24 | | 19 | | 12 | | 17 | | 23 | 22 * | | 24 * | 21 | 22 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | 4.3 | 4.4 | 3.6 | 3.7 | 2.7 | 2.8 | 3.8 | 3.9 | 5.3 | 5.6 | 5.8 | 6.1 | 5.6 | 5.4 | 5.3 | 5.3 |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 5,450 7.0 | | | | 5,520 7.1 | | 5,370 6.9 | | 7,860 10.1 | | | | 8,090 10.4 | | | |
| Program | ← LOVE BOAT DAYTIME → | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ← ALL MY CHILDREN (OP) → | | | | ← ONE LIFE TO LIVE (SUS-OP) → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,890 5.0 | 4.8* | | 5.2* | 4,510 5.8 | | 4,510 5.8 | | 6,070 7.8 | 7.3* | | 8.2* | 6,070 7.8 | 7.5* | | 8.1* |
| SHARE OF AUDIENCE % | 25 | 25 * | | 26 * | 26 | | 25 | | 31 | 29 * | | 32 * | 30 | 30 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | 4.6 | 5.0 | 5.1 | 5.3 | 5.6 | 6.1 | 5.7 | 5.9 | 7.0 | 7.6 | 8.3 | 8.2 | 7.4 | 7.7 | 7.9 | 8.2 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 4,900 6.3 | | 5,910 7.6 | | | | 5,210 6.7 | | 7,310 9.4 | | | | 7,080 9.1 | | | |
| Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | SEARCH FOR TOMORROW | | ← YOUNG AND THE RESTLESS → | | | | ← AS THE WORLD TURNS → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,120 5.3 | | 5,130 6.6 | | | | 4,510 5.8 | | 5,680 7.3 | 7.0* | | 7.5* | 5,520 7.1 | 7.0* | | 7.2* |
| SHARE OF AUDIENCE % | 27 | | 33 | | | | 25 | | 29 | 28 * | | 30 * | 27 | 28 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | 5.0 | 5.6 | 6.3 | 6.9 | | | 5.8 | 5.8 | 6.9 | 7.2 | 7.4 | 7.6 | 6.9 | 7.1 | 7.1 | 7.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 4,590 5.9 | | 4,120 5.3 | | 2,650 3.4 | | 3,580 4.6 | | 5,840 7.5 | | | | 5,060 6.5 | | | |
| Program | WHEEL OF FORTUNE | | PASSWORD PLUS | | CARD SHARKS | | DOCTORS | | ← DAYS OF OUR LIVES → | | | | ← ANOTHER WORLD → | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,970 5.1 | | 3,580 4.6 | | 2,330 3.0 | | 2,960 3.8 | | 4,360 5.6 | 5.5* | | 5.6* | 3,810 4.9 | 5.0* | | 4.8* |
| SHARE OF AUDIENCE % | 26 | | 23 | | 13 | | 17 | | 22 | 22 * | | 22 * | 19 | 20 * | | 18 * |
| AVG. AUD. BY ¼ HR. % | 5.0 | 5.2 | 4.5 | 4.6 | 2.9 | 3.0 | 3.8 | 3.8 | 5.6 | 5.5 | 5.6 | 5.6 | 5.1 | 4.9 | 4.7 | 4.8 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 17.8 | 18.8 | 19.4 | 20.5 | 22.3 | 23.7 | 22.8 | 23.7 | 24.1 | 24.7 | 24.7 | 25.1 | 24.8 | 25.4 | 26.1 | 27.1 |
| WK. 2 | 19.1 | 19.9 | 20.0 | 21.1 | 22.8 | 23.9 | 23.5 | 23.8 | 25.0 | 25.5 | 25.3 | 25.4 | 25.2 | 25.8 | 25.9 | 26.7 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. MAY 4-8, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.27-MAY 1, 1981

## WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 9,800<br>12.6 | | | | 3,500<br>4.5 | | | | | | | | | | 9,410<br>12.1 | |
| Program | GENERAL HOSPITAL (SUS-OP) | | | | EDGE OF NIGHT | | | | (S)(OP) | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000) & %) | 7,700<br>9.9 | 9.4* | | 10.3* | 3,110<br>4.0 | | | | | | | | | | 8,320<br>10.7 | |
| SHARE OF AUDIENCE % | 35 | 34 * | | 35 * | 14 | | | | | | | | | | 23 | |
| AVG. AUD. BY ¼ HR. % | 8.9 | 9.9 | 10.4 | 10.3 | 4.1 | 4.0 | | | | | | | | | 10.4 | 11.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 7,000<br>9.0 | | | | 3,660<br>4.7 | | | | | | | | | | 10,110<br>13.0 | |
| Program | GUIDING LIGHT (OP) | | | | ONE DAY AT A TIME-M-F | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,760<br>7.4 | 7.3* | | 7.6* | 2,960<br>3.8 | | | | | | | | | | 8,790<br>11.3 | |
| SHARE OF AUDIENCE % | 26 | 27 * | | 26 * | 13 | | | | | | | | | | 24 | |
| AVG. AUD. BY ¼ HR. % | 7.2 | 7.4 | 7.6 | 7.5 | 3.5 | 4.1 | | | | | | | | | 11.0 | 11.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 5,130<br>6.6 | | | | | | | | | | | | | | 8,870<br>11.4 | |
| Program | TEXAS | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,810<br>4.9 | 4.8* | | 5.0* | | | | | | | | | | | 7,940<br>10.2 | |
| SHARE OF AUDIENCE % | [illegible] | [illegible] | | [illegible] | | | | | | | | | | | [illegible] | |

## WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 10,430<br>13.4 | | | | 4,050<br>5.2 | | | | | | | | | | 9,730<br>12.5 | |
| Program | GENERAL HOSPITAL (SUS-OP) | | | | EDGE OF NIGHT | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000) & %) | 8,010<br>10.3 | 9.6* | | 11.0* | 3,500<br>4.5 | | | | | | | | | | 8,710<br>11.2 | |
| SHARE OF AUDIENCE % | 36 | 35 * | | 37 * | 16 | | | | | | | | | | 24 | |
| AVG. AUD. BY ¼ HR. % | 9.1 | 10.2 | 10.9 | 11.1 | 4.6 | 4.3 | | | | | | | | | 11.0 | 11.3 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 7,240<br>9.3 | | | | 3,420<br>4.4 | | | | | | | | | | 10,430<br>13.4 | |
| Program | GUIDING LIGHT (OP) | | | | ONE DAY AT A TIME-M-F (MWTHF)(S)(OP) | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,680<br>7.3 | 7.5* | | 7.3* | 2,880<br>3.7 | | | | | | | | | | 9,180<br>11.8 | |
| SHARE OF AUDIENCE % | 26 | 27 * | | 25 * | 13 | | | | | | | | | | 25 | |
| AVG. AUD. BY ¼ HR. % | 7.5 | 7.5 | 7.5 | 7.0 | 3.5 | 4.0 | | | | | | | | | 11.7 | 11.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 4,670<br>6.0 | | | | | | | | | | | | | | 9,340<br>12.0 | |
| Program | TEXAS | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,420<br>4.4 | 4.3* | | 4.6* | | | | | | | | | | | 8,170<br>10.5 | |
| SHARE OF AUDIENCE % | 15 | 16 * | | 16 * | | | | | | | | | | | 22 | |
| AVG. AUD. BY ¼ HR. % | 4.3 | 4.2 | 4.5 | 4.8 | | | | | | | | | | | 10.1 | 10.8 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 27.0 | 28.3 | 29.4 | 30.1 | 28.1 | 29.2 | 29.9 | 32.0 | 34.0 | 36.1 | 38.1 | 40.4 | 43.5 | 45.5 | 46.0 | 47.3 |
| WK. 2 | 26.3 | 28.0 | 29.5 | 30.3 | 28.6 | 29.6 | 30.8 | 32.6 | 34.0 | 35.9 | 38.0 | 40.3 | 43.6 | 45.9 | 46.6 | 47.6 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY MON.-FRI. MAY 4-8, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1981

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 3,500<br>4.5 | | 4,670<br>6.0 | | 6,300<br>8.1 | | 5,680<br>7.3 | | 7,240<br>9.3 | | 5,760<br>7.4 | |
| Program | | | | | GREATEST SUPERFRIENDS-1 (OP) | | GREATEST SUPERFRIENDS-2 (OP) | | FONZ/HAPPY DAYS GANG | | RICHIE RICH | | SCOOBY & SCRAPPY DOO (OP) | | THUNDARR-THE BARBARIAN (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,800<br>3.6 | | 3,810<br>4.9 | | 5,290<br>6.8 | | 4,980<br>6.4 | | 5,840<br>7.5 | | 4,900<br>6.3 | |
| SHARE OF AUDIENCE % | | | | | 31 | | 31 | | 33 | | 30 | | 34 | | 28 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.2 | 4.0 | 4.6 | 5.1 | 6.6 | 7.1 | 6.5 | 6.3 | 7.3 | 7.6 | 6.7 | 6.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 3,500<br>4.5 | | 5,130<br>6.6 | | 7,390<br>9.5 | | 7,390<br>9.5 | | 5,680<br>7.3 | | 4,750<br>6.1 | |
| Program | | | | | TOM AND JERRY (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 | | TARZAN/LONE RANGER-1 (OP) | | TARZAN/LONE RANGER-2 (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,800<br>3.6 | | 3,970<br>5.1 | | 6,070<br>7.8 | | 6,150<br>7.9 | | 4,590<br>5.9 | | 4,050<br>5.2 | |
| SHARE OF AUDIENCE % | | | | | 27 | | 30 | | 38 | | 37 | | 27 | | 23 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.2 | 4.0 | 4.4 | 5.7 | 7.4 | 8.2 | 7.8 | 7.9 | 5.9 | 5.8 | 5.3 | 5.1 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 1,950<br>2.5 | | 2,490<br>3.2 | | 2,100<br>2.7 | | 3,350<br>4.3 | | 3,730<br>4.8 | | 4,820<br>6.2 | |
| Program | | | | | GODZILLA/HONG KONG 1 (OP) | | GODZILLA/HONG KONG 2 (OP) | | FLINTSTONE'S COMEDY SHW 1 (OP) | | FLINTSTONE'S COMEDY SHW 2 (OP) | | FLINTSTONE'S COMEDY SHW 3 (OP) | | DAFFY DUCK SHOW (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,400<br>1.8 | | 2,020<br>2.6 | | 1,870<br>2.4 | | 2,650<br>3.4 | | 2,960<br>3.8 | | 3,890<br>5.0 | |
| SHARE OF AUDIENCE % | | | | | 15 | | 16 | | 12 | | 16 | | 17 | | 23 | |
| AVG. AUD. BY ¼ HR. % | | | | | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 3,190<br>4.1 | | 4,280<br>5.5 | | 5,450<br>7.0 | | 6,380<br>8.2 | | 6,610<br>8.5 | | 5,910<br>7.6 | |
| Program | | | | | GREATEST SUPERFRIENDS-1 (OP) | | GREATEST SUPERFRIENDS-2 | | FONZ/HAPPY DAYS GANG | | RICHIE RICH | | SCOOBY & SCRAPPY DOO (OP) | | THUNDARR-THE BARBARIAN (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,490<br>3.2 | | 3,810<br>4.9 | | 4,510<br>5.8 | | 5,210<br>6.7 | | 5,910<br>7.6 | | 4,900<br>6.3 | |
| SHARE OF AUDIENCE % | | | | | 28 | | 31 | | 31 | | 31 | | 33 | | 29 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.6 | 3.7 | 4.6 | 5.1 | 5.4 | 6.2 | 6.6 | 6.9 | 7.8 | 7.4 | 6.2 | 6.3 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 2,720<br>3.5 | | 4,280<br>5.5 | | 5,840<br>7.5 | | 6,460<br>8.3 | | 5,450<br>7.0 | | 4,750<br>6.1 | |
| Program | | | | | TOM AND JERRY (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 (OP) | | BUGS BUNNY/ROAD RUNNER 3 | | TARZAN/LONE RANGER-1 (OP) | | TARZAN/LONE RANGER-2 (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 2,100<br>2.7 | | 3,270<br>4.2 | | 4,820<br>6.2 | | 5,290<br>6.8 | | 4,590<br>5.9 | | 3,890<br>5.0 | |
| SHARE OF AUDIENCE % | | | | | 22 | | 26 | | 33 | | 32 | | 26 | | 23 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.4 | 3.1 | 3.5 | 5.0 | 5.9 | 6.5 | 6.7 | 6.9 | 6.2 | 5.6 | 5.0 | 5.0 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 2,260<br>2.9 | | 3,030<br>3.9 | | 3,420<br>4.4 | | 4,430<br>5.7 | | 4,360<br>5.6 | | 4,510<br>5.8 | |
| Program | | | | | GODZILLA/HONG KONG 1 (OP) | | GODZILLA/HONG KONG 2 (OP) | | FLINTSTONE'S COMEDY SHW 1 (OP) | | FLINTSTONE'S COMEDY SHW 2 (OP) | | FLINTSTONE'S COMEDY SHW 3 (OP) | | DAFFY DUCK SHOW (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 1,790<br>2.3 | | 2,490<br>3.2 | | 2,800<br>3.6 | | 3,730<br>4.8 | | 3,730<br>4.8 | | 3,810<br>4.9 | |
| SHARE OF AUDIENCE % | | | | | 20 | | 20 | | 20 | | 23 | | 21 | | 22 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.0 | 2.7 | 3.2 | 3.2 | 3.5 | 3.6 | 4.8 | 4.8 | 4.8 | 4.7 | 4.9 | 5.0 |

## TV HOUSEHOLDS USING TV (See Def. 1)

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 4.7 | 6.2 | 7.6 | 9.4 | 12.0 | 14.2 | 16.2 | 17.7 | 19.8 | 21.4 | 21.0 | 21.5 | 21.8 | 22.2 | 22.4 | 22.0 |
| WK. 2 | 5.5 | 6.2 | 7.2 | 8.7 | 11.1 | 13.3 | 15.4 | 17.0 | 18.0 | 19.5 | 21.0 | 21.9 | 23.0 | 22.3 | 21.6 | 21.9 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SAT. MAY 9, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1981

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,520 7.1 | | 4,900 6.3 | | 4,590 5.9 | | 5,760 7.4 | | | | | | | | | |
| Program | HEATHCLIFF & DINGBAT | | PLASTICMAN/BABY PLAS SHOW (OP) | | ABC WEEKEND SPECIALS ZACK AND THE MAGIC FACTORY, PART 1 | | ←— AMERICAN BANDSTAND '81 —→ | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,280 5.5 | | 4,120 5.3 | | 3,970 5.1 | | 3,420 4.4 | 4.3* | | 4.5* | | | | | | |
| SHARE OF AUDIENCE % | 26 | | 25 | | 22 | | 18 | 18 * | | 18 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 5.4 | 5.5 | 5.4 | 5.2 | 5.0 | 5.1 | 4.4 | 4.3 | 4.5 | 4.4 | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,370 6.9 | | 5,600 7.2 | | 4,670 6.0 | | 4,900 6.3 | | 5,060 6.5 | | 4,430 5.7 | | | | | |
| Program | ALL NEW POPEYE HOUR 1 (OP) | | ALL NEW POPEYE HOUR 2 (OP) | | NEW FAT ALBERT SHOW (OP) | | DRAK PACK (OP) | | JASON OF STAR COMMAND (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,430 5.7 | | 4,430 5.7 | | 3,970 5.1 | | 3,970 5.1 | | 4,120 5.3 | | 3,270 4.2 | | | | | |
| SHARE OF AUDIENCE % | 26 | | 25 | | 22 | | 22 | | 22 | | 17 | | | | | |
| AVG. AUD. BY ¼ HR. % | 5.5 | 6.0 | 5.8 | 5.6 | 5.1 | 5.1 | 5.1 | 5.2 | 5.5 | 5.1 | 4.5 | 4.0 | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,200 5.4 | | 3,810 4.9 | | 2,720 3.5 | | 2,020 2.6 | | 4,050 5.2 | 10,430 13.4 | | | | | | |
| Program | BATMAN & SUPER 7 I (OP) | | BATMAN & SUPER 7 II (OP) | | JONNY QUEST (OP) | | DRAWING POWER | | (1) (→OP) | ←— NBC MAJOR LEAGUE GAME CINCINNATI VS ST. LOUIS MINNESOTA VS BOSTON (1:22-4:00PM)(OP) —→ | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,500 4.5 | | 3,190 4.1 | | 2,330 3.0 | | 1,560 2.0 | | 3,270 4.2 | 4,430 5.7 | | 5.6* | | 6.0* | | 5.9* |
| SHARE OF AUDIENCE % | 21 | | 18 | | 13 | | 8 | | 17 | 22 | | 23 * | | 22 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,060 6.5 | | 4,590 5.9 | | 3,660 4.7 | | 5,680 7.3 | | | | | | | | | |
| Program | HEATHCLIFF & DINGBAT | | PLASTICMAN/BABY PLAS SHOW (OP) | | ABC WEEKEND SPECIALS ZACK AND THE MAGIC FACTORY, PART 2 | | ←— AMERICAN BANDSTAND '81 —→ | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,050 5.2 | | 3,580 4.6 | | 2,960 3.8 | | 3,270 4.2 | 3.8* | | 4.6* | | | | | | |
| SHARE OF AUDIENCE % | 24 | | 21 | | 18 | | 19 | 18 * | | 21 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 5.3 | 5.1 | 4.6 | 4.6 | 3.6 | 4.0 | 3.8 | 3.8 | 4.6 | 4.6 | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 5,060 6.5 | | 4,980 6.4 | | 4,980 6.4 | | 4,120 5.3 | | 4,750 6.1 | | 3,890 5.0 | | | | | |
| Program | ALL NEW POPEYE HOUR 1 (OP) | | ALL NEW POPEYE HOUR 2 (OP) | | NEW FAT ALBERT SHOW (OP) | | DRAK PACK (OP) | | JASON OF STAR COMMAND (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,120 5.3 | | 4,050 5.2 | | 4,360 5.6 | | 3,500 4.5 | | 3,890 5.0 | | 2,880 3.7 | | | | | |
| SHARE OF AUDIENCE % | 24 | | 24 | | 26 | | 21 | | 23 | | 16 | | | | | |
| AVG. AUD. BY ¼ HR. % | 5.5 | 5.1 | 5.3 | 5.2 | 5.6 | 5.5 | 4.2 | 4.7 | 4.9 | 5.0 | 3.8 | 3.7 | | | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,670 6.0 | | 4,510 5.8 | | 2,800 3.6 | | 1,790 2.3 | | | | | | 3,970 5.1 | 12,290 15.8 | | |
| Program | BATMAN & SUPER 7 I (OP) | | BATMAN & SUPER 7 II (OP) | | JONNY QUEST (OP) | | DRAWING POWER | | | | | | (2) (→OP) | NBC MAJOR LEAGUE GAME HOUSTON VS CINCINNATI SAN FRANCISCO VS MONTREAL (2:17-5:13PM)(OP) | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,580 4.6 | | 3,660 4.7 | | 2,330 3.0 | | 1,630 2.1 | | | | | | 3,810 4.9 | 4,900 6.3 | | 6.3* |
| SHARE OF AUDIENCE % | 21 | | 22 | | 14 | | 10 | | | | | | 22 | 23 | | 27 * |
| AVG. AUD. BY ¼ HR. % | 4.7 | 4.6 | 4.8 | 4.6 | 3.0 | 3.0 | 2.2 | 2.0 | | | | | 4.8 | 5.3 | 6.3 | 6.2 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 21.9 | 22.4 | 22.5 | 22.8 | 22.9 | 23.2 | 23.3 | 23.7 | 24.1 | 24.3 | 24.2 | 25.5 | 25.9 | 27.2 | 26.8 | 26.9 |
| WK. 2 | 21.8 | 21.6 | 21.6 | 21.3 | 20.8 | 22.2 | 21.8 | 22.2 | 21.8 | 22.6 | 23.0 | 23.6 | 23.0 | 23.1 | 22.8 | 24.5 |

U.S. TV Households: 77,800,000

(1)NBC MAJOR LEAGUE PRE GAME,NBC,(1:00-1:22PM)

(2)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:17PM)

For explanation of symbols, See page A.



DAY SAT. MAY 9, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 2, 1981

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **WEEK 1 — ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 15,480 19.9 | | | | 17,190 22.1 | | | | | | | |
| Program | | | | | ← (1) → | | | | ← KENTUCKY DERBY (5:00-6:06PM)(+OP) → | | | | (1) (OP) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 6,690 8.6 | 6.7* | | 8.8* | 12,450 16.0 | 14.1* | | 18.0* | | 10.9* | | |
| SHARE OF AUDIENCE % | | | | | 28 | 25 * | | 30 * | 46 | 43 * | | 49 * | | 30 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | 6.3 | 7.1 | 8.2 | 9.3 | 12.8 | 15.4 | 18.4 | 17.6 | 11.9 | 10.3 | | |
| **WEEK 1 — CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 5,370 6.9 | | | | | | 4,750 6.1 | | | | | | 6,460 8.3 | |
| Program | | | ← TOURN. OF CHAMPIONS-SAT. (3:30-5:09PM)(+OP) → | | | | | | ← CBS SPORTS SATURDAY (5:09-6:00PM)(OP) → | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 2,570 3.3 | 3.4* | | 3.4* | | 3.1* | 2,650 3.4 | 3.2* | | 3.5* | | | 5,680 7.3 | |
| SHARE OF AUDIENCE % | | | 12 | 13 * | | 13 * | | 11 * | 10 | 10 * | | 10 * | | | 18 | |
| AVG. AUD. BY ¼ HR. % | | | 3.6 | 3.3 | 3.4 | 3.5 | 3.1 | 3.0 | 2.9 | 3.3 | 3.3 | 3.7 | | | 7.1 | 7.6 |
| **WEEK 1 — NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | 4,430 5.7 | | | | | | | | | | 6,920 8.9 | |
| Program | ← NBC MAJOR LEAGUE GAME CINCINNATI VS ST. LOUIS MINNESOTA VS BOSTON (1:22-4:00PM) → | | | | ← HOUSTON OPEN GOLF-SAT. → | | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6.0* | | 5.2* | 2,020 2.6 | 2.9* | | 2.6* | | 2.4* | | | | | 5,910 7.6 | |
| SHARE OF AUDIENCE % | | 22 * | | 20 * | 9 | 11 * | | 9 * | | 7 * | | | | | 18 | |
| AVG. AUD. BY ¼ HR. % | 5.9 | 6.1 | 5.6 | 4.8 | 3.0 | 2.8 | 2.6 | 2.6 | 2.4 | 2.4 | | | | | 7.6 | 7.6 |
| **WEEK 2 — ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | 4,670 6.0 | | | | | | | | 11,130 14.3 | | | | | | | |
| Program | ← TOURN. OF CHAMPIONS-SAT. → | | | | | | | | ← ABC WIDE WORLD-SPORTS SAT → | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 1,560 2.0 | 2.3* | | 1.7* | | 1.9* | | 2.2* | 4,980 6.4 | 5.3* | | 5.8* | | 7.5* | | 7.0* |
| SHARE OF AUDIENCE % | 7 | 9 * | | 6 * | | 7 * | | 7 * | 17 | 16 * | | 17 * | | 20 * | | 17 * |
| AVG. AUD. BY ¼ HR. % | 2.7 | 1.9 | 1.8 | 1.6 | 1.9 | 1.8 | 2.2 | 2.2 | 5.1 | 5.5 | 5.6 | 6.0 | 7.3 | 7.7 | 7.3 | 6.8 |
| **WEEK 2 — CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | 14,160 18.2 | | | | | | | | | | | | 7,390 9.5 | |
| Program | | | ← NBA CHAMPIONSHIP GAME 3 HOUSTON VS BOSTON → | | | | | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 5,910 7.6 | 6.5* | | 7.3* | | 7.5* | | 8.3* | | 8.6* | | | 6,070 7.8 | |
| SHARE OF AUDIENCE % | | | 25 | 24 * | | 25 * | | 24 * | | 25 * | | 26 * | | | 19 | |
| AVG. AUD. BY ¼ HR. % | | | 6.4 | 6.5 | 7.1 | 7.5 | 7.6 | 7.5 | 8.1 | 8.5 | 8.8 | 8.3 | | | 7.7 | 8.0 |
| **WEEK 2 — NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 7,550 9.7 | |
| Program | ← NBC MAJOR LEAGUE GAME HOUSTON VS CINCINNATI SAN FRANCISCO VS MONTREAL (2:17-5:13PM) → | | | | | | | | | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7.1* | | 6.3* | | 5.8* | | 6.6* | | | | | | | 6,300 8.1 | |
| SHARE OF AUDIENCE % | | 27 * | | 23 * | | 20 * | | 21 * | | | | | | | 20 | |
| AVG. AUD. BY ¼ HR. % | 7.2 | 6.9 | 6.6 | 5.9 | 5.5 | 6.1 | 6.4 | 6.8 | 6.9 | | | | | | 8.0 | 8.3 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 26.9 | 27.2 | 26.3 | 26.7 | 26.6 | 27.9 | 28.6 | 30.9 | 32.7 | 35.3 | 37.7 | 38.9 | 41.3 | 40.6 | 40.9 | 41.8 |
| WK. 2 | 25.8 | 26.0 | 26.4 | 26.9 | 28.1 | 30.2 | 31.3 | 32.2 | 33.6 | 34.6 | 34.7 | 35.2 | 37.3 | 38.4 | 39.7 | 41.8 |

U.S. TV Households: 77,800,000

(1)ABC WIDE WORLD-SPORTS SAT,ABC,(4:00-5:00PM)(6:06-6:30PM)

For explanation of symbols, See page A.

DAY SAT. MAY 9, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 3, 1981

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,790<br>2.3 | |
| Program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! (10:30-11:03AM) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,560<br>2.0 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 10 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 1.8 | 2.1 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 5,760<br>7.4 | | | | | | | |
| Program | | | | | MIGHTY MOUSE/ HECKLE-JECKL (SUS)(OP) | | THREE ROBONIC STOOGES (SUS)(SUS-OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,110<br>4.0 | 3.7* | | 4.2* | | 4.1* | | |
| SHARE OF AUDIENCE % | | | | | | | | | 23 | 24 * | | 24 * | | 21 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | 3.5 | 3.8 | 4.1 | 4.4 | 4.1 | 4.0 | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,950<br>2.5 | |
| Program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,480<br>1.9 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 9 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 1.8 | 2.0 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 5,600<br>7.2 | | | | | | | |
| Program | | | | | MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP) | | THREE ROBONIC STOOGES (SUS)(SUS-OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 3,110<br>4.0 | 3.1* | | 4.2* | | 4.5* | | |
| SHARE OF AUDIENCE % | | | | | | | | | 24 | 22 * | | 26 * | | 23 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | 2.6 | 3.6 | 4.0 | 4.5 | 4.7 | 4.4 | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 4.1 | 4.9 | 5.5 | 6.1 | 7.8 | 9.5 | 10.8 | 13.1 | 15.8 | 16.9 | 17.9 | 18.5 | 19.3 | 20.3 | 19.7 | 20.1 |
| WK. 2 | 4.0 | 4.6 | 5.3 | 6.6 | 7.8 | 9.2 | 10.5 | 12.4 | 14.2 | 15.5 | 16.4 | 18.2 | 19.6 | 20.6 | 20.8 | 20.8 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. MAY 10, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 3, 1981

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 2,260<br>2.9 | | 2,180<br>2.8 | | 2,570<br>3.3 | | | | | | | | | | | |
| | Program | KIDS ARE PEOPLE TOO II (11:03-11:30AM) (OP) | | ANIMALS, ANIMALS, ANIMALS (OP) | | ISSUES AND ANSWERS | | DIRECTIONS (SUS) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,020<br>2.6 | | 1,630<br>2.1 | | 2,020<br>2.6 | | | | | | | | | | | |
| | SHARE OF AUDIENCE % | 13 | | 10 | | 12 | | | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | 2.6 | 2.6 | 2.0 | 2.2 | 2.7 | 2.6 | | | | | | | | | | |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | 3,580<br>4.6 | | | | | | 14,160<br>18.2 | | | | | | | |
| | Program | | | FACE THE NATION | | | | | | ← CBS SPORTS SUNDAY (1:00-3:30PM) → | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 2,960<br>3.8 | | | | | | 5,910<br>7.6 | 5.7* | | 6.9* | | 7.2* | | 8.6* |
| | SHARE OF AUDIENCE % | | | 19 | | | | | | 27 | 23 * | | 26 * | | 25 * | | 28 * |
| | AVG. AUD. BY ¼ HR. % | | | 3.7 | 3.8 | | | | | 5.2 | 6.1 | 6.7 | 7.1 | 6.9 | 7.5 | 8.5 | 8.6 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 2,960<br>3.8 | | | | | | | | 5,210<br>6.7 | |
| | Program | | | | | | | MEET THE PRESS | | | | | | | | HOUSTON OPEN GOLF-SUN. (2:30-4:30PM) | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 2,410<br>3.1 | | | | | | | | 1,870<br>2.4 | 3.3* |
| | SHARE OF AUDIENCE % | | | | | | | 14 | | | | | | | | 7 | 11 * |
| | AVG. AUD. BY ¼ HR. % | | | | | | | 3.0 | 3.2 | | | | | | | 3.5 | 3.0 |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | 2,650<br>3.4 | | 2,260<br>2.9 | | 2,800<br>3.6 | | | | | | 4,510<br>5.8 | | | | | |
| | Program | KIDS ARE PEOPLE TOO II (OP) | | ANIMALS, ANIMALS, ANIMALS (OP) | | ISSUES AND ANSWERS | | DIRECTIONS (SUS) | | | | ← TOURN. OF CHAMPIONS-SUN. (1:30-3:30PM)(SUS-OP) → | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 2,100<br>2.7 | | 1,630<br>2.1 | | 2,020<br>2.6 | | | | | | 1,710<br>2.2 | 1.8* | | 2.2* | | 2.2* |
| | SHARE OF AUDIENCE % | 12 | | 9 | | 11 | | | | | | 7 | 6 * | | 7 * | | 7 * |
| | AVG. AUD. BY ¼ HR. % | 2.5 | 2.9 | 2.1 | 2.1 | 2.9 | 2.3 | | | | | 1.8 | 1.8 | 2.3 | 2.1 | 2.2 | 2.3 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | 2,650<br>3.4 | | | | | | 16,030<br>20.6 | | | | | | | |
| | Program | | | FACE THE NATION | | | | | | ← NBA CHAMPIONSHIP GAME 4 HOUSTON VS BOSTON (1:00-3:34PM) → | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | 2,020<br>2.6 | | | | | | 8,400<br>10.8 | 7.6* | | 10.6* | | 10.7* | | 11.6* |
| | SHARE OF AUDIENCE % | | | 12 | | | | | | 35 | 29 * | | 35 * | | 34 * | | 35 * |
| | AVG. AUD. BY ¼ HR. % | | | 2.5 | 2.6 | | | | | 6.7 | 8.5 | 10.2 | 11.0 | 10.9 | 10.4 | 11.0 | 12.1 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 3,190<br>4.1 | | | | | | | | | |
| | Program | | | | | | | MEET THE PRESS | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 2,490<br>3.2 | | | | | | | | | |
| | SHARE OF AUDIENCE % | | | | | | | 14 | | | | | | | | | |
| | AVG. AUD. BY ¼ HR. % | | | | | | | 3.3 | 3.1 | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 20.5 | 21.0 | 21.4 | 21.8 | 22.1 | 22.7 | 23.2 | 24.1 | 25.6 | 26.8 | 27.8 | 29.1 | 29.2 | 30.1 | 31.6 | 32.2 |
| | WK. 2 | 21.8 | 22.4 | 23.0 | 23.0 | 22.7 | 23.5 | 22.8 | 24.0 | 25.9 | 28.1 | 30.3 | 31.2 | 31.4 | 32.2 | 32.4 | 33.7 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.



DAY SUN. MAY 10, 1981

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## DAY SUN. MAY 3, 1981 — WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 5,910<br>7.6 | | | | 9,260<br>11.9 | | | | | | | | 6,770<br>8.7 | |
| ABC TV Program | | | AMERICAN SPORTSMAN → | | | | ABC WIDE WORLD-SPORTS SUN → | | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | | | 3,660<br>4.7<br>14<br>4.5 | 4.5*<br>13 *<br>4.5 | 4.6 | 4.8*<br>14 *<br>5.1 | 4,900<br>6.3<br>17<br>6.2 | 6.3*<br>17 *<br>6.4 | 6.3 | 6.1*<br>16 *<br>5.9 | 6.3 | 6.6*<br>16 *<br>7.0 | | | 5,520<br>7.1<br>16<br>7.0 | 7.3 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 19,760<br>25.4 | | | | | | | | | | | | 9,490<br>12.2 | |
| CBS TV Program | CBS SPORTS SUNDAY (1:00-3:30PM) | | NBA PLAYOFF-GM.1 BOSTON VS PHILADELPHIA (3:30-6:05PM) → | | | | | | | | | | | | CBS EVENING NEWS-DEAN | |
| AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | 9.5 | 9.6*<br>30 *<br>9.8 | 10,810<br>13.9<br>39<br>11.1 | 11.8*<br>36 *<br>12.5 | 13.4 | 13.4*<br>39 *<br>13.4 | 12.6 | 13.2*<br>36 *<br>13.8 | 14.3 | 14.6*<br>40 *<br>14.9 | 15.8 | 16.2*<br>41 *<br>16.5 | 16.5 | | 7,310<br>9.4<br>21<br>8.5 | 10.3 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | 6,690<br>8.6 | | | | | | | | 6,770<br>8.7 | |
| NBC TV Program | HOUSTON OPEN GOLF-SUN. (2:30-4:30PM) → | | | | | | SPORTSWORLD → | | | | | | | | NBC NIGHTLY NEWS-SUN. | |
| AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | 2.7 | 2.6*<br>8 *<br>2.5 | 2.2 | 2.1*<br>6 *<br>2.1 | 1.7 | 1.8*<br>5 *<br>1.8 | 3,660<br>4.7<br>13<br>4.0 | 4.4*<br>12 *<br>4.7 | 4.8 | 4.8*<br>13 *<br>4.8 | 4.8 | 4.9*<br>12 *<br>5.1 | | | 5,370<br>6.9<br>16<br>6.6 | 7.2 |

## DAY SUN. MAY 10, 1981 — WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 5,600<br>7.2 | | | | 9,100<br>11.7 | | | | | | | | 5,290<br>6.8 | |
| ABC TV Program | TOURN. OF CHAMPIONS-SUN. (1:30-3:30PM) | | AMERICAN SPORTSMAN → | | | | ABC WIDE WORLD-SPORTS SUN → | | | | | | | | ABC WRLD NEWS TONIGHT-SUN | |
| AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | 2.7 | 2.6*<br>7 *<br>2.5 | 3,420<br>4.4<br>12<br>4.0 | 4.2*<br>12 *<br>4.4 | 4.6 | 4.5*<br>12 *<br>4.5 | 4,430<br>5.7<br>15<br>4.3 | 4.7*<br>13 *<br>5.0 | 6.0 | 6.1*<br>16 *<br>6.3 | 6.1 | 6.3*<br>16 *<br>6.5 | | | 4,430<br>5.7<br>13<br>5.8 | 5.7 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | 13,850<br>17.8 | | | | | | | | | | | | 8,090<br>10.4 | |
| CBS TV Program | NBA CHAMPIONSHIP GAME 4 HOUSTON VS BOSTON (1:00-3:34PM)(-OP) | | CBS SPORTS SUNDAY (3:54-6:00PM)(OP) → | | | | | | | | | | | | CBS EVENING NEWS-DEAN | |
| AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | 12.8 | 13.3*<br>39 *<br>13.8 | 6,300<br>8.1<br>22<br>8.6 | 8.5*<br>24 *<br>8.4 | 8.3 | 8.3*<br>23 *<br>8.3 | 8.1 | 8.1*<br>22 *<br>8.2 | 7.9 | 8.1*<br>22 *<br>8.2 | 8.0 | 7.7*<br>21 *<br>7.3 | | | 6,610<br>8.5<br>19<br>8.2 | 8.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 10,810<br>13.9 | | | | | | | | | | 5,990<br>7.7 | |
| NBC TV Program | | | | | SPORTSWORLD → | | | | | | | | | | NBC NIGHTLY NEWS-SUN. | |
| AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. % | | | | | 4,750<br>6.1<br>17<br>6.2 | 6.4*<br>18 *<br>6.7 | 6.9 | 6.3*<br>17 *<br>5.7 | 5.4 | 5.5*<br>15 *<br>5.6 | 5.9 | 6.1*<br>16 *<br>6.2 | | | 4,900<br>6.3<br>14<br>6.0 | 6.6 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 32.5 | 32.5 | 33.0 | 34.1 | 34.3 | 35.1 | 36.8 | 38.6 | 38.8 | 39.4 | 40.4 | 42.4 | 42.5 | 42.8 | 43.2 | 45.2 |
| WK. 2 | 34.4 | 35.3 | 35.4 | 35.6 | 36.7 | 37.8 | 37.9 | 38.3 | 37.5 | 38.3 | 39.2 | 39.5 | 41.6 | 43.2 | 44.0 | 44.9 |

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY | | | | | | | | | | | | | | | | | |
| ABC SPECIAL REPORT-2(SUS) | 2 | 9.10- 9.12PM | 9.00 | | | | | | | | | | | | | | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | | |
| CBS CBS TUESDAY NIGHT MOVIES | 1 | 9.36-11.31PM | →GRID | 22,870 | 29.4 | 15,250 | 19.6 | 34 | | | | | | | | | |
| | | | 11.00 | | | | | | 21.3 | | | | | | | | |
| | | | 11.15 | | | | 21.0* | 41* | 20.7 | | | | | | | | |
| | | | 11.30 | | | | | | 15.3 | | | | | | | | |
| NBC NBC NEWS UPDATE-2-TUE(SUS) | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-2-WED(SUS) | 1 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| NBC COUNTRY MUSIC AWARDS(S) | 1 | 9.00-11.02PM | →GRID | 22,720 | 29.2 | 14,630 | 18.8 | 31 | | | | | | | | | |
| | | | 11.00 | | | | | | 17.4 | | | | | | | | |
| NBC NBC NEWS UPDATE-2-THU(SUS) | 2 | 10.01-10.02PM | 10.00 | | | | | | | | | | | | | | |
| EVENING FRIDAY | | | | | | | | | | | | | | | | | |
| NBC NEWS UPDATE-2-FRI(SUS) | 1 | 10.05-10.06PM | 10.00 | | | | | | | | | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SAT. | | 9.58- 9.59PM | 9.45 | 16,730 | 21.5 | 16,730 | 21.5 | 38 | 21.5 | | 16,260 | 20.9 | 16,260 | 20.9 | 36 | 20.9 | |
| CBS NEWSBREAK-SAT. | 1 | 9.04- 9.05PM | 9.00 | 7,940 | 10.2 | 7,940 | 10.2 | 19 | 10.2 | | | | | | | | |
| | 2 | 9.10- 9.11PM | 9.00 | | | | | | | | 8,400 | 10.8 | 8,400 | 10.8 | 20 | 10.8 | |
| NBC NBC NEWS UPDATE-SAT. | | 8.58- 8.59PM | 8.45 | 7,470 | 9.6 | 7,470 | 9.6 | 19 | 9.6 | | 8,640 | 11.1 | 8,640 | 11.1 | 21 | 11.1 | |
| NBC NBC NEWS UPDATE-2-SAT(SUS) | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-SAT. | 1 | 9.58- 9.59PM | 9.45 | 6,920 | 8.9 | 6,920 | 8.9 | 16 | 8.9 | | | | | | | | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-SUN. | | 8.58- 8.59PM | 8.45 | 13,300 | 17.1 | 13,300 | 17.1 | 27 | 17.1 | | 12,060 | 15.5 | 12,060 | 15.5 | 25 | 15.5 | |
| CBS NEWSBREAK-SUN. | | 8.58- 8.59PM | 8.45 | 11,750 | 15.1 | 11,750 | 15.1 | 24 | 15.1 | | 10,040 | 12.9 | 10,040 | 12.9 | 21 | 12.9 | |
| NBC NBC NEWS UPDATE-SUN. | | 8.58- 8.59PM | 8.45 | 13,230 | 17.0 | 13,230 | 17.0 | 27 | 17.0 | | 14,320 | 18.4 | 14,320 | 18.4 | 30 | 18.4 | |
| NBC NBC NEWS UPDATE-2-SUN(SUS) | 1 | 9.56- 9.57PM | 9.45 | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-2-SUN. | 2 | 10.02-10.03PM | 10.00 | | | | | | | | 12,450 | 16.0 | 12,450 | 16.0 | 26 | 16.0 | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-M-F | 2 | > | 8.45 | | | | | | | | 12,600 | 16.2 | 12,600 | 16.2 | 26 | 15.4 | M-F |
| | 1 | > | 9.15 | 11,900 | 15.3 | 11,750 | 15.1 | 24 | 11.8 | M-F | | | | | | | |
| | | | 9.45 | | | | | | 15.6 | MWTH | | | | | | 16.7 | TU-TH |
| | | | 10.00 | | | | | | 16.9 | TUE. | | | | | | | |
| ABC ABC NEWS:NIGHTLINE | | > | 11.30 | 6,850 | 8.8 | 5,520 | 7.1 | 22 | 7.8 | M-W | 6,920 | 8.9 | 5,600 | 7.2 | 21 | 7.8 | M-F |
| | | | 11.45 | | | | | | 6.3 | M-W | | | | | | 6.6 | M-F |
| | | | 12.00 | | | | | | 5.8 | TUE. | | | | | | | |
| ABC DEMO REPLY/PRES ADDRESS(SUS) | 1 | 11.30-12.00MD | 11.30 | | | | | | | THU. | | | | | | | |
| ABC KENTUCKY DERBY SPECIAL(S) CONT'D | 1 | 11.30-12.40AM | 11.30 | 8,560 | 11.0 | 4,280 | 5.5 | 16 | 7.3 | FRI. | | | | | | | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC KENTUCKY DERBY SPECIAL(S)-CONT'D | | | | | | | | | | | | | | | | | |
| | | | 11.45 | | | | 6.6* | 18* | 5.8 | FRI. | | | | | | | |
| | | | 12.00 | | | | | | 5.4 | FRI. | | | | | | | |
| | | | 12.15 | | | | 4.9* | 16* | 4.4 | FRI. | | | | | | | |
| | | | 12.30 | | | | | | 4.1 | FRI. | | | | | | | |
| ABC CHARLIE'S ANGELS-12.00 | 1 | 12.00- 1.07AM | 12.00 | 3,580 | 4.6 | 2,570 | 3.3 | 16 | 3.4 | THU. | | | | | | | |
| | 2 | 12.00- 1.08AM | 12.00 | | | | | | | | 5,210 | 6.7 | 3,500 | 4.5 | 21 | 4.8 | THU. |
| | | | 12.15 | | | | 3.5* | 15* | 3.5 | THU. | | | | 4.6* | 18* | 4.5 | THU. |
| | | | 12.30 | | | | | | 3.3 | THU. | | | | | | 4.7 | THU. |
| | | | 12.45 | | | | 3.2* | 18* | 3.1 | THU. | | | | 4.5* | 23* | 4.4 | THU. |
| | | | 1.00 | | | | | | 3.1 | THU. | | | | | | 4.0 | THU. |
| ABC FANTASY ISLAND-12.00 | 1 | 12.00- 1.08AM | 12.00 | 3,810 | 4.9 | 2,330 | 3.0 | 14 | 3.5 | MON. | | | | | | | |
| | 2 | 12.00- 1.10AM | 12.00 | | | | | | | | 3,500 | 4.5 | 2,180 | 2.8 | 13 | 3.3 | MON. |
| | | | 12.15 | | | | 3.4* | 14* | 3.3 | MON. | | | | 3.1* | 13* | 3.0 | MON. |
| | | | 12.30 | | | | | | 2.8 | MON. | | | | | | 2.9 | MON. |
| | | | 12.45 | | | | 2.8* | 15* | 2.8 | MON. | | | | 2.8* | 15* | 2.7 | MON. |
| | | | 1.00 | | | | | | 2.5 | MON. | | | | | | 2.1 | MON. |
| ABC FRIDAYS | 2 | 12.00- 1.11AM | 12.00 | | | | | | | | 6,850 | 8.8 | 4,200 | 5.4 | 21 | 6.5 | FRI. |
| | | | 12.15 | | | | | | | | | | | 6.3* | 21* | 6.2 | FRI. |
| | | | 12.30 | | | | | | | | | | | | | 5.2 | FRI. |
| | | | 12.45 | | | | | | | | | | | 4.8* | 20* | 4.3 | FRI. |
| | | | 1.00 | | | | | | | | | | | | | 4.5 | FRI. |
| ABC LOVE BOAT-12.00 | | 12.00- 1.08AM | 12.00 | 6,220 | 8.0 | 4,120 | 5.3 | 26 | 5.1 | WED. | 4,750 | 6.1 | 3,350 | 4.3 | 19 | 4.5 | WED. |
| | | | 12.15 | | | | 5.2* | 22* | 5.4 | WED. | | | | 4.4* | 17* | 4.3 | WED. |
| | | | 12.30 | | | | | | 5.4 | WED. | | | | | | 4.2 | WED. |
| | | | 12.45 | | | | 5.3* | 28* | 5.3 | WED. | | | | 4.2* | 20* | 4.3 | WED. |
| | | | 1.00 | | | | | | 4.9 | WED. | | | | | | 4.0 | WED. |
| ABC TUESDAY MOVIE-WEEK-PART 1 | 1 | 12.02- 1.14AM | 12.00 | 3,810 | 4.9 | 2,650 | 3.4 | 16 | 4.1 | TUE. | | | | | | | |
| | 2 | 12.00- 1.11AM | 12.00 | | | | | | | | 5,680 | 7.3 | 3,660 | 4.7 | 21 | 5.5 | TUE. |
| | | | 12.15 | | | | 3.9* | 16* | 3.8 | TUE. | | | | 5.2* | 20* | 4.8 | TUE. |
| | | | 12.30 | | | | | | 3.4 | TUE. | | | | | | 4.5 | TUE. |
| | | | 12.45 | | | | 3.3* | 17* | 3.2 | TUE. | | | | 4.3* | 22* | 4.2 | TUE. |
| | | | 1.00 | | | | | | 2.9 | TUE. | | | | | | 4.1 | TUE. |
| ABC ABC NEWS:NIGHTLINE-FRI(B) | 1 | 12.40- 1.10AM | 12.30 | 3,500 | 4.5 | 2,880 | 3.7 | 15 | 4.0 | FRI. | | | | | | | |
| | | | 12.45 | | | | | | 3.8 | FRI. | | | | | | | |
| | | | 1.00 | | | | | | 3.4 | FRI. | | | | | | | |
| ABC FRIDAYS PART 2 | 2 | 1.11- 1.20AM | 1.00 | | | | | | | | 3,660 | 4.7 | 3,270 | 4.2 | 21 | 4.3 | FRI. |
| | | | 1.15 | | | | | | | | | | | | | 4.0 | FRI. |
| | 2 | 1.20- 1.29AM | (SUS) | | | | | | | | | | | | | | |
| ABC TUESDAY MOVIE-WEEK-PART 2 | 1 | 1.14- 1.34AM | 1.00 | 2,260 | 2.9 | 2,020 | 2.6 | 18 | 2.6 | TUE. | | | | | | | |
| | 2 | 1.11- 1.35AM | 1.00 | | | | | | | | 3,110 | 4.0 | 3,030 | 3.9 | 27 | 4.0 | TUE. |
| | | | 1.15 | | | | | | 2.6 | TUE. | | | | | | 3.8 | TUE. |
| | | | 1.30 | | | | | | 2.7 | TUE. | | | | | | 3.8 | TUE. |
| | 1 | 1.34- 2.15AM | (SUS) | | | | | | | | | | | | | | |
| | 2 | 1.35- 2.40AM | (SUS) | | | | | | | | | | | | | | |
| CBS NEWSBREAK-M-F | | > | 8.45 | 11,280 | 14.5 | 11,200 | 14.4 | 24 | 14.1 | M-F | 10,270 | 13.2 | 10,190 | 13.1 | 21 | 12.8 | M-F |
| | | | 9.45 | | | | | | 15.7 | WED. | | | | | | | |
| CBS LATE MOVIE I CONT'D | | > | 11.30 | 8,090 | 10.4 | 5,450 | 7.0 | 28 | 8.6 | MTUTH | 8,250 | 10.6 | 5,290 | 6.8 | 23 | 7.8 | MWF |

 U.S. TV HOUSEHOLDS: 77,800,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS LATE MOVIE I-CONT'D | | | 11.45 | | | | 8.7* | 27* | 8.7 | M & TH | | | | 7.5* | 22* | 7.1 | MWF |
| | | | 12.00 | | | | | | 7.0 | MTUTH | | | | | | 6.7 | MWF |
| | | | 12.15 | | | | 6.8* | 28* | 6.5 | MTUTH | | | | 6.6* | 25* | 6.6 | MWF |
| | | | 12.30 | | | | | | 6.0 | MTUTH | | | | | | 5.8 | MWF |
| | | | 12.45 | | | | 5.5* | 28* | 5.4 | MTUTH | | | | | | | |
| | | | 1.00 | | | | | | 5.4 | TUE. | | | | | | | |
| | | | 1.15 | | | | | | 5.3 | TUE. | | | | | | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| CBS NBA CHAMPIONSHIP GAME 1(S) | 2 | 11.30- 1.52AM | 11.30 | | | | | | | | 10,040 | 12.9 | 4,510 | 5.8 | 26 | 9.5 | TUE. |
| | | | 11.45 | | | | | | | | | | | 8.6* | 25* | 7.8 | TUE. |
| | | | 12.00 | | | | | | | | | | | | | 6.5 | TUE. |
| | | | 12.15 | | | | | | | | | | | 6.3* | 24* | 6.1 | TUE. |
| | | | 12.30 | | | | | | | | | | | | | 5.4 | TUE. |
| | | | 12.45 | | | | | | | | | | | 5.1* | 26* | 4.7 | TUE. |
| | | | 1.00 | | | | | | | | | | | | | 4.5 | TUE. |
| | | | 1.15 | | | | | | | | | | | 4.3* | 28* | 4.2 | TUE. |
| | | | 1.30 | | | | | | | | | | | | | 4.3 | TUE. |
| | | | 1.45 | | | | | | | | | | | 4.2* | 33* | 4.0 | TUE. |
| CBS NBA CHAMPIONSHIP GAME 2(S) | 2 | 11.30- 2.03AM | 11.30 | | | | | | | | 9,180 | 11.8 | 4,050 | 5.2 | 25 | 8.4 | THU. |
| | | | 11.45 | | | | | | | | | | | 8.1* | 25* | 7.7 | THU. |
| | | | 12.00 | | | | | | | | | | | | | 6.6 | THU. |
| | | | 12.15 | | | | | | | | | | | 6.2* | 24* | 5.7 | THU. |
| | | | 12.30 | | | | | | | | | | | | | 5.0 | THU. |
| | | | 12.45 | | | | | | | | | | | 4.6* | 23* | 4.3 | THU. |
| | | | 1.00 | | | | | | | | | | | | | 3.9 | THU. |
| | | | 1.15 | | | | | | | | | | | 3.7* | 25* | 3.6 | THU. |
| | | | 1.30 | | | | | | | | | | | | | 3.6 | THU. |
| | | | 1.45 | | | | | | | | | | | 3.6* | 31* | 3.6 | THU. |
| | | | 2.00 | | | | | | | | | | | | | 3.3 | THU. |
| CBS NBA ON CBS-FRI.(S) | 1 | 11.30- 2.06AM | 11.30 | 11,830 | 15.2 | 5,130 | 6.6 | 25 | 9.4 | FRI. | | | | | | | |
| | | | 11.45 | | | | 8.8* | 24* | 8.1 | FRI. | | | | | | | |
| | | | 12.00 | | | | | | 7.1 | FRI. | | | | | | | |
| | | | 12.15 | | | | 6.7* | 21* | 6.3 | FRI. | | | | | | | |
| | | | 12.30 | | | | | | 6.0 | FRI. | | | | | | | |
| | | | 12.45 | | | | 6.1* | 23* | 6.2 | FRI. | | | | | | | |
| | | | 1.00 | | | | | | 6.2 | FRI. | | | | | | | |
| | | | 1.15 | | | | 6.1* | 29* | 5.9 | FRI. | | | | | | | |
| | | | 1.30 | | | | | | 5.8 | FRI. | | | | | | | |
| | | | 1.45 | | | | 5.9* | 33* | 6.0 | FRI. | | | | | | | |
| | | | 2.00 | | | | | | 5.4 | FRI. | | | | | | | |
| CBS NBA ON CBS-WED.(S) | 1 | 11.30- 2.07AM | 11.30 | 10,040 | 12.9 | 4,510 | 5.8 | 29 | 7.3 | WED. | | | | | | | |
| | | | 11.45 | | | | 7.1* | 21* | 6.9 | WED. | | | | | | | |
| | | | 12.00 | | | | | | 6.4 | WED. | | | | | | | |
| | | | 12.15 | | | | 6.2* | 26* | 6.1 | WED. | | | | | | | |
| | | | 12.30 | | | | | | 5.3 | WED. | | | | | | | |
| | | | 12.45 | | | | 5.1* | 27* | 4.8 | WED. | | | | | | | |
| | | | 1.00 | | | | | | 5.1 | WED. | | | | | | | |
| | | | 1.15 | | | | 5.2* | 35* | 5.4 | WED. | | | | | | | |
| | | | 1.30 | | | | | | 5.4 | WED. | | | | | | | |

CONT'D



*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS NBA ON CBS-WED.(S)-CONT'D | | | 1.45 | | | | 5.3* | 47* | 5.3 | WED. | | | | | | | |
| | | | 2.00 | | | | | | 5.5 | WED. | | | | | | | |
| CBS LATE MOVIE II | | > | 12.30 | 4,430 | 5.7 | 3,810 | 4.9 | 31 | 5.3 | MTUTH | 4,510 | 5.8 | 3,730 | 4.8 | 26 | 5.1 | MWF |
| | | | 12.45 | | | | 4.2* | 24* | 5.0 | M & TH | | | | | | 5.0 | MWF |
| | | | 1.00 | | | | | | 4.9 | MTUTH | | | | | | 4.7 | MWF |
| | | | 1.15 | | | | | | 4.8 | MTUTH | | | | 4.6* | 25* | 4.4 | MWF |
| | | | 1.30 | | | | | | 5.1 | TUE. | | | | | | 4.5 | FRI. |
| | | | 1.45 | | | | 4.9* | 37* | 4.8 | TUE. | | | | | | | |
| | | | 2.00 | | | | | | 4.6 | TUE. | | | | | | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| NBC NBC NEWS UPDATE-M-F | | 8.58- 8.59PM | 8.45 | 9,880 | 12.7 | 9,880 | 12.7 | 21 | 12.7 | M-F | 11,050 | 14.2 | 11,050 | 14.2 | 24 | 14.2 | M-F |
| NBC NBC NEWS UPDATE-2-M-F | | > | 9.45 | 10,110 | 13.0 | 10,110 | 13.0 | 21 | 17.0 | TU&TH | 13,380 | 17.2 | 13,380 | 17.2 | 27 | 17.2 | MWF |
| | | | 10.15 | | | | | | 8.9 | TUE. | | | | | | | |
| NBC TONIGHT SHOW | | > | 11.30 | 8,710 | 11.2 | 4,820 | 6.2 | 21 | 7.7 | M-F | 9,410 | 12.1 | 5,910 | 7.6 | 25 | 9.0 | M-F |
| | | | 11.45 | | | | 7.1* | 21* | 6.5 | M-F | | | | 8.6* | 25* | 8.1 | M-F |
| | | | 12.00 | | | | | | 5.8 | M-F | | | | | | 7.4 | M-F |
| | | | 12.15 | | | | 5.5* | 21* | 5.1 | M-F | | | | 6.7* | 25* | 6.0 | M-F |
| | | | 12.30 | | | | | | 4.6 | THU. | | | | | | | |
| NBC MIDNIGHT SPECIAL | 1 | 12.30- 2.00AM | 12.30 | 5,290 | 6.8 | 2,410 | 3.1 | 14 | 4.9 | FRI. | | | | | | | |
| | | | 12.45 | | | | 4.3* | 16* | 3.8 | FRI. | | | | | | | |
| | | | 1.00 | | | | | | 3.2 | FRI. | | | | | | | |
| | | | 1.15 | | | | 3.0* | 14* | 2.7 | FRI. | | | | | | | |
| | | | 1.30 | | | | | | 2.1 | FRI. | | | | | | | |
| | | | 1.45 | | | | 2.0* | 11* | 1.8 | FRI. | | | | | | | |
| NBC TOMORROW COAST TO COAST-1 | | > | 12.30 | 3,270 | 4.2 | 2,720 | 3.5 | 19 | 3.8 | M-TH | 3,500 | 4.5 | 3,030 | 3.9 | 20 | 4.2 | M-TH |
| | | | 12.45 | | | | | | 3.2 | M-TH | | | | | | 3.6 | M-TH |
| | | | 1.00 | | | | | | 3.2 | THU. | | | | | | | |
| NBC WOODSTOCK...RELIVED(S) | 2 | 12.30- 2.30AM | 12.30 | | | | | | | | 5,450 | 7.0 | 2,720 | 3.5 | 19 | 4.5 | FRI. |
| | | | 12.45 | | | | | | | | | | | 4.2* | 18* | 3.8 | FRI. |
| | | | 1.00 | | | | | | | | | | | | | 3.3 | FRI. |
| | | | 1.15 | | | | | | | | | | | 3.2* | 16* | 3.1 | FRI. |
| | | | 1.30 | | | | | | | | | | | | | 3.3 | FRI. |
| | | | 1.45 | | | | | | | | | | | 3.2* | 20* | 3.1 | FRI. |
| | | | 2.00 | | | | | | | | | | | | | 3.2 | FRI. |
| | | | 2.15 | | | | | | | | | | | 3.3* | 26* | 3.3 | FRI. |
| NBC TOMORROW COAST TO COAST-2 | | > | 1.00 | 2,800 | 3.6 | 1,870 | 2.4 | 18 | 2.6 | M-TH | 2,800 | 3.6 | 2,020 | 2.6 | 19 | 3.1 | M-TH |
| | | | 1.15 | | | | 2.6* | 18* | 2.5 | M-TH | | | | 2.9* | 19* | 2.7 | M-TH |
| | | | 1.30 | | | | | | 2.3 | M-TH | | | | | | 2.3 | M-TH |
| | | | 1.45 | | | | 2.2* | 19* | 2.2 | M-TH | | | | 2.2* | 18* | 2.2 | M-TH |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC FYI-12.58(SUS) | | 12.58-12.59PM | 12.45 | | | | | | | M-F | | | | | | | M-F |
| ABC ABC DAYTIME NEWSBRIEF-M-F | 1 | > | 1.45 | 5,760 | 7.4 | 5,450 | 7.0 | 28 | 7.0 | M-F | | | | | | | |
| | 2 | 1.57- 1.59PM | 1.45 | | | | | | | | 5,910 | 7.6 | 5,680 | 7.3 | 29 | 7.3 | M-F |
| ABC FYI-2.58(SUS) | | 2.58- 2.59PM | 2.45 | | | | | | | M-F | | | | | | | M-F |
| ABC FYI-3.58(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | M-F | | | | | | | M-F |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC ABC AFTERSCHOOL SPECIAL(S) | 1 | 4.30- 5.30PM | 4.30 | 8,320 | 10.7 | 5,130 | 6.6 | 20 | 6.3 | WED. | | | | | | | |
| | | | 4.45 | | | | 6.1* | 19* | 5.8 | WED. | | | | | | | |
| | | | 5.00 | | | | | | 7.1 | WED. | | | | | | | |
| | | | 5.15 | | | | 7.1* | 20* | 7.1 | WED. | | | | | | | |
| CBS SUNRISE SEMESTER(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | M-F | | | | | | | M-F |
| CBS SUNRISE SEMESTER MWF(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | M-F | | | | | | | M-F |
| CBS MAGAZINE(S) | 2 | 10.00-11.00AM | 10.00 | | | | | | | | 4,050 | 5.2 | 2,410 | 3.1 | 16 | 3.6 | THU. |
| | | | 10.15 | | | | | | | | | | | 3.4* | 18* | 3.1 | THU. |
| | | | 10.30 | | | | | | | | | | | | | 3.0 | THU. |
| | | | 10.45 | | | | | | | | | | | 2.8* | 14* | 2.7 | THU. |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 4,360 | 5.6 | 4,280 | 5.5 | 28 | 5.5 | M-F | 4,510 | 5.8 | 4,360 | 5.6 | 27 | 5.6 | M-F |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 4,750 | 6.1 | 4,510 | 5.8 | 19 | 5.8 | M-F | 4,280 | 5.5 | 4,050 | 5.2 | 17 | 5.2 | M-F |
| CBS FESTIVAL OF LIVELY ARTS(S) | 2 | 4.00- 4.30PM | 4.00 | | | | | | | | 4,430 | 5.7 | 3,660 | 4.7 | 17 | 4.5 | TUE. |
| | | | 4.15 | | | | | | | | | | | | | 5.0 | TUE. |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8.26AM | | 8.26- 8.29AM | 8.15 | 3,500 | 4.5 | 3,270 | 4.2 | 33 | 4.2 | | 3,030 | 3.9 | 2,960 | 3.8 | 30 | 3.8 | |
| ABC SCHOOLHOUSE ROCK-10.26AM | | 10.26-10.29AM | 10.15 | 5,910 | 7.6 | 5,450 | 7.0 | 32 | 7.0 | | 5,520 | 7.1 | 5,130 | 6.6 | 30 | 6.6 | |
| ABC SCHOOLHOUSE ROCK-10.56AM | | 10.56-10.59AM | 10.45 | 4,750 | 6.1 | 4,510 | 5.8 | 26 | 5.8 | | 5,450 | 7.0 | 4,820 | 6.2 | 28 | 6.2 | |
| ABC DEAR ALEX & ANNIE-11.55AM | | 11.55-11.59AM | 11.45 | 4,200 | 5.4 | 3,500 | 4.5 | 20 | 4.5 | | 4,050 | 5.2 | 3,500 | 4.5 | 21 | 4.5 | |
| ABC KENTUCKY DERBY(S) | 1 | 5.00- 6.06PM | →GRID | 17,190 | 22.1 | 12,450 | 16.0 | 46 | | | | | | | | | |
| | | | 6.00 | | | | | | 15.4 | | | | | | | | |
| CBS SUNRISE SEMESTER SAT(SUS) | | 6.30- 7.00AM | 6.30 | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 3,500 | 4.5 | 3,270 | 4.2 | 30 | 4.2 | | 2,720 | 3.5 | 2,570 | 3.3 | 25 | 3.3 | |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 5,370 | 6.9 | 4,980 | 6.4 | 36 | 6.4 | | 4,360 | 5.6 | 4,120 | 5.3 | 31 | 5.3 | |
| CBS IN THE NEWS- 9.26AM | | 9.26- 9.29AM | 9.15 | 6,770 | 8.7 | 6,610 | 8.5 | 40 | 8.5 | | 5,290 | 6.8 | 5,210 | 6.7 | 34 | 6.7 | |
| CBS IN THE NEWS-10.26AM | | 10.26-10.29AM | 10.15 | 4,750 | 6.1 | 4,430 | 5.7 | 26 | 5.7 | | 4,360 | 5.6 | 4,200 | 5.4 | 24 | 5.4 | |
| CBS IN THE NEWS-10.56AM | | 10.56-10.59AM | 10.45 | 4,200 | 5.4 | 3,660 | 4.7 | 21 | 4.7 | | 4,280 | 5.5 | 3,970 | 5.1 | 23 | 5.1 | |
| CBS IN THE NEWS-11.26AM | | 11.26-11.29AM | 11.15 | 4,670 | 6.0 | 4,510 | 5.8 | 26 | 5.8 | | 4,120 | 5.3 | 4,050 | 5.2 | 24 | 5.2 | |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 4,750 | 6.1 | 4,280 | 5.5 | 24 | 5.5 | | 4,430 | 5.7 | 4,120 | 5.3 | 25 | 5.3 | |
| CBS IN THE NEWS-12.26PM | | 12.26-12.29PM | 12.15 | 3,890 | 5.0 | 3,500 | 4.5 | 19 | 4.5 | | 4,430 | 5.7 | 4,050 | 5.2 | 23 | 5.2 | |
| CBS IN THE NEWS-12.56PM | | 12.56-12.59PM | 12.45 | 4,510 | 5.8 | 4,120 | 5.3 | 22 | 5.3 | | 3,730 | 4.8 | 3,500 | 4.5 | 20 | 4.5 | |
| CBS IN THE NEWS- 1.26PM | | 1.26- 1.29PM | 1.15 | 4,430 | 5.7 | 3,890 | 5.0 | 21 | 5.0 | | 4,050 | 5.2 | 3,420 | 4.4 | 20 | 4.4 | |
| CBS TOURN. OF CHAMPIONS-SAT.(S) | 1 | 3.30- 5.09PM | →GRID | 5,370 | 6.9 | 2,570 | 3.3 | 12 | | | | | | | | | |
| | | | 5.00 | | | | | | 3.2 | | | | | | | | |
| NBC TIME OUT-8:28AM | | 8.28- 8.30AM | 8.15 | 1,950 | 2.5 | 1,870 | 2.4 | 19 | 2.4 | | 2,490 | 3.2 | 2,410 | 3.1 | 24 | 3.1 | |
| NBC ASK NBC NEWS-8:58AM | | 8.58- 9.00AM | 8.45 | 1,320 | 1.7 | 1,240 | 1.6 | 10 | 1.6 | | 2,410 | 3.1 | 2,100 | 2.7 | 16 | 2.7 | |
| NBC TIME OUT-9:28AM | | 9.28- 9.30AM | 9.15 | 2,260 | 2.9 | 2,180 | 2.8 | 14 | 2.8 | | 2,960 | 3.8 | 2,800 | 3.6 | 19 | 3.6 | |
| NBC ASK NBC NEWS-9:58AM | | 9.58-10.00AM | 9.45 | 2,720 | 3.5 | 2,570 | 3.3 | 15 | 3.3 | | 3,660 | 4.7 | 3,500 | 4.5 | 21 | 4.5 | |
| NBC TIME OUT-10:28AM | | 10.28-10.30AM | 10.15 | 3,500 | 4.5 | 3,350 | 4.3 | 19 | 4.3 | | 4,050 | 5.2 | 3,890 | 5.0 | 23 | 5.0 | |
| NBC ASK NBC NEWS-10:58AM | | 10.58-11.00AM | 10.45 | 4,200 | 5.4 | 4,200 | 5.4 | 25 | 5.4 | | 3,580 | 4.6 | 3,350 | 4.3 | 13 | 4.3 | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD.BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD.BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY SATURDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC TIME OUT-11:28AM | | 11.28-11.30AM | 11.15 | 3,350 | 4.3 | 3,190 | 4.1 | 18 | 4.1 | | 3,500 | 4.5 | 3,350 | 4.3 | 20 | 4.3 | |
| NBC ASK NBC NEWS-11:58AM | | 11.58-12.00NN | 11.45 | 3,500 | 4.5 | 3,420 | 4.4 | 19 | 4.4 | | 3,500 | 4.5 | 3,270 | 4.2 | 19 | 4.2 | |
| NBC TIME OUT-12:28PM | | 12.28-12.30PM | 12.15 | 2,020 | 2.6 | 1,870 | 2.4 | 10 | 2.4 | | 2,100 | 2.7 | 2,020 | 2.6 | 12 | 2.6 | |
| NBC NBC MAJOR LEAGUE PRE GAME | 1 | 1.00- 1.22PM | →GRID | 4,050 | 5.2 | 3,270 | 4.2 | 17 | | | | | | | | | |
| | | | 1.15 | | | | | | 4.7 | | | | | | | | |
| | 2 | 2.00- 2.17PM | →GRID | | | | | | | | 3,970 | 5.1 | 3,810 | 4.9 | 22 | | |
| | | | 2.15 | | | | | | | | | | | | | 5.2 | |
| DAY SUNDAY | | | | | | | | | | | | | | | | | |
| ABC KIDS ARE PEOPLE TOO I | 1 | 10.30-11.03AM | →GRID | 1,790 | 2.3 | 1,560 | 2.0 | 10 | | | | | | | | | |
| | | | 11.00 | | | | | | 2.3 | | | | | | | | |
| ABC DEAR ALEX & ANNIE-11.26AM | | 11.26-11.29AM | 11.15 | 2,180 | 2.8 | 1,950 | 2.5 | 12 | 2.5 | | 2,260 | 2.9 | 2,260 | 2.9 | 13 | 2.9 | |
| ABC SCHOOLHOUSE ROCK-11.55AM | | 11.55-11.59AM | 11.45 | 2,020 | 2.6 | 1,710 | 2.2 | 10 | 2.2 | | 1,950 | 2.5 | 1,790 | 2.3 | 10 | 2.3 | |
| ABC SPECIAL REPORT-1(SUS) | 2 | 2.02- 2.03PM | 2.00 | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM-SUN. | 1 | 8.26- 8.29AM | 8.15 | 470 | .6 | 390 | .5 | 5 | .5 | | | | | | | | |
| CBS IN THE NEWS-8.26AM-SUN.(SUS) | 2 | 8.26- 8.29AM | 8.15 | | | | | | | | | | | | | | |
| CBS IN THE NEWS-8.56AM-SUN.(SUS) | | 8.56- 8.59AM | 8.45 | | | | | | | | | | | | | | |
| CBS NBA CHAMPIONSHIP GAME 4(S) | 2 | 1.00- 3.34PM | →GRID | | | | | | | | 16,030 | 20.6 | 8,400 | 10.8 | 35 | | |
| | | | 3.30 | | | | | | | | | | | | | 13.3 | |